

VARIETY

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64 PAGES

WHY F. D. R. IS A FILM FAN

O.K. British Royalty as Characters For Film at Buckingham Palace

London, April 23.

Forbes Randolph has practically completed arrangements to make a charity picture here titled 'London On Parade,' with the King and Queen, the Prince of Wales, Prince George, Princess Elizabeth and the Duke and Duchess of York to be the leading characters.

Picture will have a plot, which concerns a girl of blue-blood, who has fallen on evil times.

Facilities have been granted to Randolph to make extensive use of the filming of Buckingham Palace, Windsor Castle and the Tower of London. This is the first time that such courtesies have been extended to filers.

Picture, which is being made to swell the funds of English hospitals, is under the auspices of a representative committee of the English elite, including Lord Derby and Sir Arthur Stanley, with the former prepared to advance \$150,000 to start the project.

Desmond Hurst, young executive of Clifton-Hurst Film Productions, will produce, with Randolph and Louis Wolfe, head of publicity department at Buckingham Palace, jointly directing.

Randolph is inundated with offers from the biggest in the land to subscribe to the making of the picture. Head of one film concern here is pleading to subsidize the entire project, figuring this as the best 'gesture' to attain a keenly desired knighthood.

Shooting starts in about four weeks, and will take about a month to complete.

7 GOLD BUYERS ON WDAS, PHILADELPHIA

Philadelphia, April 23.

resident Roosevelt's recent decision on gold hoarding has proven to be boom for local radio business. During the last few Philly stations have been made much richer, with firms spending heavy cash for air advertising.

Idea is for public to sell their gold—in all forms—to the various outfits, with high prices the order of the day. Some stations are cluttered with spot announcements from these clients. WDAS, a small indie, has seven different gold firms buying time, by actual count. Some days the program schedule sounds like the Philadelphia mint, with every announcer getting gold-conscious.

Next step will be for one of these outfits to provide free extractions for every gold-filled tooth!

Mebbe So

When foreign phonograph recordings are released in Japan the Victor company prints a Japanese translation under the foreign title.

'Last Round-up' was rendered into Japanese as 'The Last Dance.'

FAT SALARIES MAY BE MADE OPEN BOOK

Washington, April 23.

Government curiosity about fat incomes of leaders in all industries appeared about to be satisfied today. Looks like latest revenue law will contain proviso requiring corporations to report all big salaries and bonuses and it is possible that in the future income statements will be open to public gaze.

Amendment requiring corporations to relate total compensation of all executives above the \$10,000 bracket was written into bill by the Senate. Sentiment in the House is largely for such a requirement, although the lower branch did not pass on this provision. Bill now is in conference, where anything may happen.

Suggestion that income returns will be made matter of public record came from White House when President Roosevelt was asked to comment on another Senate amendment which requires publicity of statements. Executive noted he already has power under 1933 law to open income returns and said something might be done under that clause before new bill is finished in Congress.

Montreal's U. S. Tourist Biz 70% Off Since Repeal

Montreal, April 23.

This city is getting plenty worried over the results of America's prohibition repeal. Attendant drop-off in tourist trade has been terrific.

One indication of how tough things are is the automobile club figures. During the past year there were 600,000 less cars from the U.S. than a year previous. Visiting Americans who used to drop in for weekends during prohibition in the U. S., have dropped off about 70%, according to Chamber of Commerce figures.

SEES MORE PIX THAN ANY PREZ

Avidly Reviews Many Films on Theory They Mirror American Life and Are a True Cross-Section of the People's Mores, Manners and General Standards

SEES SOME TWICE

The President of the U. S. is close to being the most avid film fan and student of the screen in America today. The President and his family during their first year in Washington have viewed a cross-section of all the industry's product, including many features which now are being shot at by crusaders, or pinked by censors, and others which were not recommended for American family previewing by previewing groups in Hollywood.

Between private projections, mostly in Washington, but some in his own home in Hyde Park, N. Y., the President since he took office has witnessed approximately 1,327 reels of film. This length is about

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Million Watt Station In Cuba for Doctor Brinkley Is Report

Havana, April 23.

J. E. Mojarrietta and Associates' is the promotional name behind a proposed radio station to be erected in Cuba with 1,000,000 watts power. Mention is made of Doc Brinkley as possible operator of the station, if and when materializing. Promoters admit correspondence with Brinkley but state the broadcasting medico has no connection with the enterprise at this time.

Brinkley is the Kansas fixemup who has successively been barred from the air by America and Mexico. Proposed 1,000,000-watt station to be known as COD would easily reach the United States.

Married by Air

Colorado Springs, Colo., April 23. So that parents of both could hear the wedding ceremony, the marriage of Ancil Patterson and Doris Mayhew was broadcast over KFOR. Couple had agreed not to be married until all four parents could hear the ceremony, and Rev. S. H. Patterson, an uncle of the groom, solved the problem by arranging the broadcast.

Relatives telegraphed from Seattle that they had heard all of the 30-minute proceedings.

No Help

Lincoln, April 23.

English course at the University of Nebraska assigned each student to a five-minute talk explaining the 'jargon' of various trades, as a mid-semester examination. One was assigned to the show biz and got the idea of turning to VARIETY as an aid to his vocabulary.

Attempting to explain show biz in the argot of VARIETY, he slunked the course.

VET BOOKER'S ALL-TIME VAUDE BILL

Eight present day acts are among the 22 named as tops for an all-time vaudeville program selected by J. H. Lubin, Loew booking head who has been a variety show book-er for 36 years. The eight modern turns on the list are: Eddie Cantor, Avon Comedy Four (Joe Smith and Charlie Dale), Bill Robinson, Eleanor Powell, The DeMarcos, Con Colleano, Waring's Pennsylvanians and Al Jolson.

Of the Four Cohans, selected by Mr. Lubin as the best all-around turn vaudeville has ever known, there is still George M. The Cohans played full stage sketches which young George wrote for his parents, Jerry and Helen, his sister, Josie, and himself. They did comedy, dramatics, singing and dancing and

(Continued on page 21)

Hotels Sense Prosperity; Talk Boosting of Rates

Hotels all over are reported talking about increasing their rates, following improvement in conditions as a result of repeal, which has increased the use of hotel accommodations. Upping-in-tariffs may come May 1 and extend all the way up the line.

Bankers and others holding mortgages on hotels or bondholders whose interest is past due are claimed behind the plan to move hotel rates up.

Following depression hotel business was hard hit and many were forced into receivership. Rates were chopped more than 50% in some cases.

Lauder, Coward, Others May 'Remote' To U. S. in First Int'l Commercials

First series of international commercial broadcasts, with talent in five different countries participating, has been arranged by the Cecil, Warwick & Cecil agency for the Good Gulf oil program on NBC Sunday nights. Gulf's international air show will originate from London, Paris, Berlin, Vienna and Moscow.

Frederick Bate, NBC's rep in London, is also working out a series from the British source for Lehn & Fink's (Lysol) niche on NBC the same evening.

James Cecil made the tieups for the refining company series on his recent visit to Europe. Gulf's international series will follow Irving Berlin's stay, on the stanza, which means that they'll start coming over either the second or third week in July.

Charlie Morrison, New York agent, while abroad two weeks ago was in contact with Bate for the Lenhen & Mitchell advertising agency, which has the Lysol account.

Through Morrison offers of \$10,000 each were made to Sir Harry Lauder and Gertrude Lawrence and Douglas Fairbanks, Jr., latter as team for one program apiece. Other names mentioned as wanted were Noel Coward, Jack Buchanan, Beniamino Gigli and Lunt and Fontanne. Proposed arrangement for the Lunts is to broadcast either from London or in New York after their return to America in July.

Bate makes his headquarters in London and operates between here and Paris as one of NBC's two European representatives.

MUSIC PUBLISHERS WITHOUT A PIANO!

Just what metropolitan radio has wrought on Tin Pan Alley may be gauged from Mary Bloom, vet music man, making a comeback as the Melo-Art publishing house.

Opening his business office in Rockefeller Center, where pianos in the office suites are taboo. Bloom says it's a new biz and radio is the only plus. In case pianos are not needed in a publisher's office. He can demonstrate his songs around the studios as artists no longer come to the publishers' offices as they used to.

No More Razzberries

Hollywood, April 23.

Hays office here has put the ban on the use of the razzberry.

Too many lip salutes in recent films have caused the Producers' association to notify all studios that hereafter the berry will be censored before the films leave Hollywood.

Both radio networks first put the bird in the offensive class and forbade artists to use it in programs.

RADIO-MUSIC DEAL SNAGS

CBS Armstrong Platters Rejected By NBC Owned-Operated Stations

Chicago, April 23.

Another facet of the NBC policy on radio discs was displayed last week when the network stated it would not accept the Jack Armstrong show discs. Any NBC owned or operated station. Reason for the rejection is that the Armstrong program, which is sponsored by General Foods for Wheaties, is regularly on the Columbia web.

This is the reverse side of a policy which was demonstrated a fortnight ago when NBC kept J. Walter Thompson agency here from spotting the Dr. West Frank Merrillwell discs on CBS stations because the show was disked direct from the NBC studios.

Rival representative outfits and stations are trying to make hay out of this NBC stand by stating that the NBC policy is likely to cost the radio industry plenty of coin that it should be able to pocket. Claim is that the NBC rejection of shows in certain towns means that the advertiser will swing back to newspapers to secure coverage in those towns and territories.

On its side NBC feels that its rejection of the CBS shows is justified in that only by such means can the network retain its identity and individuality.

Karzas Chi Ballrooms Renew with WGN as NBC Slices Own Schnozzle

Chicago, April 23.

Andrew Karzas has renewed his agreement with WGN for the broadcast tie-up with the two ace ballrooms, Trianon and Aragon. Which was a dig for NBC, which offered network privileges on the broadcasts throughout the country with the exception of Chicago. However, NBC took the stand that they wanted their own WGN here to pick up the broadcasts also, which WGN couldn't see and with Karzas agreeing with WGN.

Possibility of a tie-up going through with CBS to plug into these two ace dance spots of the world for a network ride, but with WGN, the indie Chicago Tribune station, continuing to be the local outlet.

Asst. to. Asst. Gets

NBC Treasurer Job

Henry Kiltredge Norton, who came to work for the network about four months ago as assistant to the assistant to the executive v.p., has been appointed treasurer of NBC. Designation was made at last Friday's (20) meeting of the NBC board of directors.

Norton replaces Mark Wood in the post. Wood has been doubling as treasurer and assistant to Richard C. Patterson, Jr., the NBC executive v.p. Norton's connection with NBC is his first in radio. He's an authority on foreign political affairs.

NBC TESTS PARIS

Paris, April 13.

Regular broadcast service for America expected to be established before the end of the month by Radio Club France-America, which has been conducting tests with National Broadcasting Company.

Mme. Franika Gordon, head of the club, says a cable announced that tests were successful for lectures, and will be continued to see if music gets over satisfactorily.

GANS' CHI AUDITION

Chicago, April 23.

Rudolph Gans directing a selected group of musicians in a symphony concert gave an audition at NBC last week.

Two clients interested.

Catholic Appeal

Albany, April 23.

Members of all Catholic parishes in Albany diocese have been requested by their clergy to urge the Federal Radio Commission to allot more air time for religious, educational and cultural programs. This is in response to a pastoral letter from Bishop Edmund P. Gibbons.

Appeal follows quickly the Catholic campaign against sexy films.

WLW 500,000 WATTS MAY 2

Cincinnati, April 23.

Crosley's WLW will be dedicated May 2 as the world's most powerful station. Official o.k. for the jump from 50,000 to 500,000 watts was received last week from the Federal Radio Commission.

Authority, which was effective at once, empowered WLW to operate during its full day and night schedule over its cleared channel of 700 kilocycles.

John L. Clark, general manager of Crosley Radio Corp., set formal start for power heave back to allow preparations for appropriate blowout program. Start talent will be used in initial entertainment, and it is expected that national, state and municipal officials will be invited to take part in oratorical feature, with NBC chiming in with a special salute from N. Y.

New 500 kw transmitter was constructed under supervision of Joe Chambers, Crosley's tech. chief, at cost of \$500,000, and it required five years to design and set up. Test broadcasts with the increased juice have been conducted in recent months during the early morning hours with call letters W3XO.

Biggle air churner likely to be dubbed, Crosley's around-the-world station, test programs having been picked up in every English speaking country on the globe.

LORD & THOMAS GIVE WAX ITS FIRST TUMBLE

Though it rates as among the first agencies to go for radio in a big way, Lord & Thomas is mopping out its initial spurge in the transcription field.

Series, bankrolled by Lavena, is being tested out on WBBM, Chicago. Account has obligated itself for 52 quarter-hour recordings with Hal Kemp's band. Talent bill figures over \$25,000.

Number of stations to take the series will be determined after the results to date on WBBM have been charted.

Chevy Divvies

Chevrolet will make it a dual-web spread as soon as it can get set on a choice half hour spot on CBS.

For a program the motor account will use the same Victor Young combo—it has on—NBC—Sunday nights.

FROM WAR TO HEARST

San Francisco, April 23.

From war broadcasting to commercial spelling is the case of Dean Maddox, added to Hearst's KYA this week as announcer. He just returned from Shanghai, where he was in charge of all radio activities of the Nationalist army.

MANY TALKS BUT LITTLE PROGRESS

Broadcasters and ASCAP Working Out New Basis for Five-Year Contract—Involves Technical Data

ASCAP CREDENTIALS

Negotiations between radio and music for a new licensing agreement has struck another snag. Broadcasting's reps at a meeting last week with a coterie from the American Society of Composers, Authors and Publishers took the viewpoint that before the two parties could proceed to work out terms, it would first be necessary for the latter to obtain extensions of contract from the ASCAP membership. Contracts between the Society and its members expire Dec. 31, 1935, while the present agreement the performing rights combine has with radio runs out Aug. 31, 1935.

What radio's advocates of a new deal with music ask is that the present contract be torn up and another covenant to run for five years substituted. Under the new contract proposed ASCAP would, in addition to a sustaining fee, collect 5% on the gross time sales not only done by the individual station but by both NBC and Columbia. Under the present system which limits application of the commercial fee to the money taken in directly by the licensed station, the new contract would tap broadcasting's income at its major sources, the national webs. With the individual station getting around 17% of what the network sells the outlet's time for to an advertiser on a hookup, the Society under the present deal is privileged only to levy the commercial tax percentage on this 17%.

Meeting Stalled

When the pourparlers between broadcasting and music for a revision of the contract started several months ago the ASCAP board of directors designated the Society's rate committee as its representatives. At last week's get-together music had as its delegation Gene Buck, Nathan Burkan and E. C. Mills. On hand for broadcasting were NBC and CBS's chief counsel and I. D. Levy, treasurer of the National Association of Broadcasters and head of the NAB's copyright committee.

At one of the previous meetings between the air and music interests it was suggested that the negotiations first work out a contract agreeable to both and include in it a clause stipulating that its validity would depend upon the Society obtaining from its members extensions of contract.

Music's licensing agreement with radio as it now stands also restricts it to collecting on the net income of a station from time sales. Deduction allowed is for agency and station representative commissions, or a total of 30%.

Under the proposed five-year contract ASCAP would have its revenue from broadcasting increased by at least 60%. Privilege of collecting a tax direct from the millions taken in by CBS and NBC would account for the 60% boost alone.

Schenck Quits NBC for Chi B-S-H Agency Post

Chicago, April 23.

Charles Schenck resigns from the local NBC program department to join the Blackett-Sample-Hummert agency here as production man.

Another resignation from the NBC staff last week was Announcer George Watson, replaced by Norman Barry of WBBM. Schenck and Watson were associated on the "Lights Out" program, NBC Wednesday midnight chiller.

Cantor Switching to Toothpaste For CBS on Half Hour Programs; Joe Penner to Chase & Sanborn

Bartender Static

Philadelphia, April 23.

Diek Shipp, WPEN engineer, solved the mystery of the phantom player heard every day on the noontime broadcast of Meyer Davis' concert trio from the Bellevue-Stratford hostelry.

"Douse that guy with the rhumba shakers," yelled Shipp over the line to the announcer on the remote.

"There ain't no guy. You're nuts!" came back the word salinger.

But it kept up for several days, and other operators heard the gourds busting in on classic numbers. Shipp, convinced he wasn't hearing things, went into the Bellevue to investigate.

He discovered the mysterious 'musician' was the bartender mixing drinks underneath the balcony where the trio twanged sweet music!

Eddie Cantor has signed a 26-week contract with Lehn & Pink for a Sunday night half-hour CBS starting this February.

Program will carry the Pebecco toothpaste tag and be spotted at 8 p.m. EST, making it opposition to the Chase & Sanborn show. Cantor's contract with the coffee brand has eight weeks to go. These will be played out in the fall of this year.

Deal Cantor closed through the Lennen & Mitchell agency last week stipulates that he do 13 weeks in the spring of 1935 and the balance in the fall of the same year. His contracts give him the first and last word on selection of script material, cast and the band for the program. Cantor's will make the first night-time cross-country show supported by Lehn & Pink.

Pebecco banner, "Weekly half-hour stanza it has on the air now is limited to a three-way hookup consisting of WOR, Newark; WGN, Chicago, and WLW, Cincinnati.

Although Cantor is not slated to start until February, Lehn & Pink may debut the Pebecco frame on CBS several weeks before then, using another name or name combination for the interim. Bankrolling of the Columbia half-hour will not affect the "Hall of Fame" session which the same drug and cosmetic manufacturers have currently on NBC Sunday nights.

Program will be used to plug Lysol and Hind's Honey and Almond Cream.

Cantor, who has been on the Chase & Sanborn program for three years, held first place for two consecutive seasons on the Crosley reports. It is Standard Brands' intention to switch Joe Penner to the Chase & Sanborn spot following Cantor's departure.

80% of Clients On NBC to Stay During Summer

Around 80% of the accounts currently on NBC are under contract to stay through the summer months (June, July, August). Situation is the best that has prevailed for the network, as viewed from a late April date, is its history.

In the summer of 1933 the total number of accounts, that stuck through the summer were less than 40% of those on the web's books for the last week in April, while the warm stretch the year before showed a sponsor tally that was around 50% under the commercial setup for April, 1932.

France Mortified When King of Siam Can't Penetrate the Static

Paris, April 13.

King and Queen of Siam, visiting here, bought a radio set after calling on President Lebrun and took it home to play it, giving up an evening at the theatre which they had planned.

Static was so bad the royal couple could get nothing and had to give up and go to bed. Story has reached official channels, and is expected to hasten application of law requiring use of static eliminators on all electric motors in Paris no as to give listeners a break.

HEDGES HEIR UNNAMED

Pittsburgh, April 23.

No successor to William Hedges has yet been named at KDKA, and Fran Conrad, assistant manager, is in temporary charge of the station.

Rumored to succeed Hedges are Conrad, Jack Gihon, production manager, and Roy Hasenbalg, commercial manager. The latter two were brought to Pittsburgh from Chicago by Hedges.

Hedges, incidentally, is the second Pittsburgh station manager to move up within a month, Jesse L. Kaufman, WCAE, having recently been elevated to an executive post with the Hearst Radio Service.

PRESS CLAMP N.G. AT WTAM

Cleveland, April 23.

NBC's efficiency methods in Radio City just won't go over here. W. W. Smith, manager of WTAM, tried it by issuing an edict forbidding radio critics to talk to any actors in the studio unless they were accompanied by p.a.

Ukase lasted only one week. Critics kidded rule and manager; also succeeded in getting news without being bothered by p.a., so Smith finally gave in by returning to an open-house policy.

CHEESE CO. WILL AIR BAER-CARNERA FIGHT

Kraft-Plenix will broadcast the round by round proceedings of the Baer-Carnera fight in Madison Square Garden's Queensboro stadium night of June 14. Understood that the cheese and mayonnaise packer obtained the air rights to the bout for \$15,000.

Account will have the cast of its regular Thursday night program stand by in the studio ready to go on in the event of an early knockout. Sponsor tieup means that the championship set-to will be so timed as to start close to 10 o'clock. Kraft has covered itself on the possibility of the fistfuffs running over its regular 10 to 11 o'clock niche. Arrangements have been made with NBC for the commercial to carry on from the ring to the finish. Kraft's regular hookup of 44 stations may be increased for the event.

Air Line News

By Nellie Revell

First hard liquor account to go on a network will be Seagram's Distillery, Canadian outfit, starting this Friday on a 25-station hookup with WOR as the New York hub. Program also may mean, as often thought, the eventual framing of a new network with WOR as the local station. Talent will consist of a symphony orchestra, chorus of 15 male voices and four guest stars weekly.

Century . . . In Radi

Century Play Co. which has limited itself to legit and pictures, is entering radio, but not solely for the sale of scripts. Play agency has organized a radio production department under the direction of Maurice Barrett and auditioned its first show, 'Experience', by George Hobart, yesterday (Monday) with a cast including Pedro de Cordoba, Elisha Cook, Jr., and Elizabeth Rague. Frederick Clayton is handling the selling end.

Artists Pay For NBC Publicity

NBC is getting a new sales 'promotion' campaign under way. New brochures of artists are being prepared and will be distributed to all agencies, advertisers now on the air and potential advertisers. Plan is under supervision of Mrs. Ethel B. Albert. Acts are charged for the preparation of the brochure.

Telephone Booth Art

Considerable activity lately in the interior decoration field at NBC. Booths on the second floor have just been equipped with mirrors on the walls, since most everyone going in the booths used pencils to decorate the walls and as result the walls were badly marked up. Also on the second floor one of the waiting rooms is being rebuilt for office space.

Short Shots

Shortest series on the air will be the Rexall Drug campaign on WOR signed for five days beginning May 1 and ending May 5. Frances Leo Barton of the General Radio program is going to be on the Showboat, Jr. program. Compinsky Trio, chamber music ensemble, return to CBS for a new series of recitals starting April 23. Paul Whiteman, who left for Denver to be with his ailing mother last Friday (20), will take his band on a Low tour for six weeks before opening at the Biltmore early in June. Ford Frick, who was signed as announcer for the Ponselle WABC series but was unable to start on account of a throat infection, has recovered and took over the announcing assignment last night. Maury H. B. Paul, society editor under the pseudonym of Cholly Knickerbocker, starts a new series of weekly broadcasts over WABC beginning April 24. Freddie Martin's orchestra will preside instead of Don Bestor's as originally announced. Mary Courtland has been signed by Ludden's coudrop manufacturers for an NBC commercial starting this fall. Morris Neuman, WLW, Cincinnati, baritone, in New York looking around. The Old Gold program with Ted Florigo leaves Columbia after the May 2 broadcast. Sponsor will return this fall.

Just Talk

Both Mrs. Seth Parker and Seth Parker, working together, auditioned for Montgomery Ward last week at NBC plan being to have Mrs. Parker give four weekly broadcasts from New York and Parker from his ship by short wave each Friday. Gertrude Nielsen opens at the Brooklyn Paramount May 4 and is booked for the New York Paramount week after. Norman Sweetser, NBC production man, will travel around with Babe Ruth for his commercial. A substitute actor will be on hand should the ball player be unable to make it. T. Roy Barnes is in from the coast and is auditioning around. Joe Penner leaves the air for two months July 29. He may make pictures during the summer. NBC now has an elevator especially roped off for clients' use only. Jack Arthur, who recently signed for two NBC commercials, has added two WOR sustaining periods to his schedule on Mondays and Thursdays. Irwin Talbot has obtained a leave of absence from NBC and left for the coast to go with Paramount as musical director. Paul Douglas, CBS announcer, had laryngitis last week. Jimmy Langford, Frances' kid brother, is now with Romm, Meyers, Bestry and Scheuing. Mike Saphier, brother of Jimmy, does all the art work for the CBS concert bureau. Leaders and Melody Girls going off Colgate's NBC commercial, being succeeded by the Songsters, giving the latter two Saturday night spots within two hours, following Colgate's with Al Trahan. Bob Tappinger has gone in for making music boxes.

Scrambled Notes

Pancho and his orchestra open for the summer at the Westchester Country Club at Rye May 19. Lionel Stander of the Fred Allen company, moves to Connecticut this week for the summer. Beatrice Fairfax of the air is Illinah Laufrey, formerly the Beatrice Fairfax of the Evening Journal. Croise and Dunn who made their air debut on the Rudy Vallee show, have been a team less than a year. They used to be in rival acts, Healy and Cross and Rome and Dunn. Frank Singer, NBC announcer, who was for two years the 'Colonel Goodbody' on the A. & P. program, has auditioned a news commentating program for Ruthrauff and Ryan. Phil Rubinoff, brother of Dave, is traveling ahead of the Rubinoff band to beat up a good reception on the coast. CBS artists' bureau will book the bands into the Steel Pier, Atlantic City, this summer. Howard Phillips, singer, was a ticket broker before radio. Don McLoughlin, of the Columbia artist service, was a landscape gardener and teacher. Jack Turner, NBC Chicago artist, is in town. George Burns and Gracie Allen return from Hollywood May 5. Philmy Morris cigarettes has given Phil Dey his fourth renewal, effective May 27, until September, when the singer will round out a year for this sponsor. Louise Homer Stires auditioned for NBC. Bernice Roth and Ann Brown, latter formerly with NBC, now in the WOR copyright department. Edith Murray starts a new sustaining series at CBS April 23. Walter Tetley has been engaged for the Borrah Minevitch show. Columbia has signed Loretta Lee, George Hall's soloist, for regular sustaining programs in addition to her singing from the Hotel Taft several times weekly.

Stand By

Donald Novis is planning to visit his dad in England this summer. Al Zugsmit of the CBS band department is the owner of a weekly newspaper, Atlantic City World. Louis Reid, WOR program director, is back from his South American vacation, after paying \$150 for a ham sandwich in a hotel in Venezuela. Spanton radio show with Dick Himber, Joey Nash and the Scampers ends April 29, returning in the fall. Leith Stevens' orchestra, a choir, Barbara Maurel, Evan Evans and Mary McCoy are lined up for a new CBS commercial. Rogers International Silver Co. through Benton and Bowles, auditioned a show at CBS, talent including Johnny Green and his orchestra, Fray and Bragotti, Roy Atwell and a dramatic cast including Bill Adams. Pontiac goes on WOR for five weeks shortly, taking five minute announcements. Wednesday last was gift day for the Sal Hepatica trouper, principals receiving samples of all eight Bristol and Meyers products, but the musicians and ensemble only got Ipana and Sal Hepatica. Marge Tucker, 'Lady Next Door', is having a reunion on her April 29 program of all the kids she has introduced to radio, many of them now being off the air.

Behind the Scenes

Chicago, April 23. Local station with a beer account has a bit of mike business in which the cork of the beer bottle is popped and the brew poured into a glass for listener edification. On one show last week station couldn't dig up a bottle of the beer it was plugging and had to use a rival beer for the pouring ritual.

Script Supervisor in N.Y. NBC Following Click of Chi System

Chicago, April 23. After one month of a continuity supervision department under Sen Kanev it appears that NBC will scratch the idea to New York, the scheme having worked out so successfully here. It has resulted in a sharp decrease in complaining, yellow letters from angered listeners and has resulted in a better feeling among rival companies and agencies.

All scripts and continuity clear through Kanev's desk where all objectionable matter is blue-pencilled. Not only are off-color gags and situations eliminated, but lines which might offend some race or city. Also eliminated are direct slams at rival products and slurs on competing manufacturers.

FATHER JOHN SIGNS, BUT NBC CAN SHIFT

Carlton and Hovey Co., mixer of Father John's cough medicine, has signed contract for a return to NBC this October with the 'Gems of Melody' stanza. It will again be quarter hour Sunday nights, starting Oct. 14, and Wednesday nights, effective the 17th.

Hookup calls for 22 stations on the red (WEAF) Sunday and 20 on the blue (WJZ) Wednesday. Network is privileged to shift the selected spots if it gets other customers for them by Aug. 15.

KNX JOINS WGN AS 50,000-WATT INDIE

Hollywood, April 23. Federal Radio Commission has allowed the KNX petition to step the station's power up to 50,000 watts beginning April 27. It was 25,000.

This makes KNX the fourth station in the west with 50,000 watts. Others are KFO, San Francisco; KFI, Los Angeles, and KSL, Salt Lake City.

KNX and WGN, Chicago, are the only two indie stations with this power rating.

WBAL Full Time

Baltimore, April 23. WBAL, 10,000-watter, gets full ether time starting April 29. Permission was received from Federal Radio Commission after several years of petitioning. At same time WRIC, Hartford, which has been sharing wave-length and time with WBAL, gets a full-time status.

Baltimore transmitter will continue to operate on 1,000 kilocycles, sharing that wave-length with KTHS, Hot Springs, Ark.

Local broadcaster will be on air from morning to 9 p.m. daily, whence it will synchronize with WJZ out of New York. Till now station had been powered only on alternatively daylight and evening shifts.

Hoekstra KMOX P.A.

St. Louis, April 23. Jerry Hoekstra takes over the job as publicity director for KMOX, Columbia station here, replacing Nancy Frazer.

Hoekstra comes in from the performing end of the biz, having formerly been a theatre and radio baritone. For some 12 months was on WOR in Newark. Besides his p.a. work he will double to the mike.

Inside Stuff—Radio

Suburban Los Angeles papers have joined the metropolitan dailies in their banning of mention of KNX programs from the daily logs. First of the smaller papers to strike back at KNX for its independence on news broadcasting is the Glendale News-Press.

First official announcement made by Philadelphia Westinghouse this week concerning KYW's move from Chicago. Transmitter excavations are already under way, with the likelihood that KYW will be in operation by October. Building designed in Colonial style will be situated in Whitmarsh, Pa., just outside of Philly. Nothing definite to date on position of studios.

Westinghouse engineers have been in Philly locality for past two months, working quietly with no ballyhoo. Understood that property purchased in suburb was a coup, without residents even knowing anything about the transaction.

Rumors around Philadelphia that KYW will be under WCAU control through Leon and I. D. Levy. Persistent reports are that Levys were able to keep KYW out for three years, but suddenly dropped litigation. Story is that a deal was made. Levys deny all rumors.

First management change at KOA, Denver, since the opening by General Electric in 1924 was made last week when Freeman H. Talbot resigned and was succeeded by A. Nelson, formerly WIBO manager. Niles Trammell, Chicago NBC vice-president, made the change while in Denver the past week. Talbot will go on a three months' leave of absence and will then be attached to the Chicago offices of NBC. New transmitter of 50,000 watts, now receiving machinery, will be ready for use probably by June 1. The station will have a single tower, nearly 500 feet tall, equal in height, to a 45-story building.

O. Thompson Griffith, George F. Isell and Fred Rogers, associated with Station WGLC, Hudson Falls, were examined by Referee F. Andrew Hall at a proceeding to ascertain whether Ralph Wakeman has grounds for an action arising from difficulties over the sale of commercial time on WGLC.

Witnesses were questioned generally in regard to an alleged contract between the station and R. H. Moss & Co., for the sale of advertising and as to statements made by a representative of WGLC to newspapers in connection with the alleged contract at the time Wakeman was arrested. He later was freed in court.

Rip Lasher, Broadway commentator, made his radio debut for Venida over CBS in a condition of nervous annoyance after having had three scripts submitted by Lasher 100% not because it was libelous but because it was 'dynamite'. Second script was also blue pencilled.

Assurances that the third script was okay were upset 40 minutes before broadcast when Lasher found 12 of his choicest news items killed and what remained considerably toned down.

M. H. Aylesworth was principal speaker last week at the annual meeting of the so-called Advisory Council of NBC. This is composed of important citizens who serve on an honorary basis.

Wall Street columnists last week tied up the 10-point spurt taken by Radio Corp. B stock with a report that a commercial television set would soon be announced by RCA. Sources close to television development discount the chatter as baseless and smacking of stuff emanating from an inside pool operation. These authorities assert that RCA has nothing in the way of a television receiving set ready for introduction on the market in the immediate future.

Even if it had a contraption of commercial value the company, they point out, would first have to work out the problem of program transmission, and this would be a matter of many months, if not years. Last television projector that operated in New York was the one that CBS returned to RCA over a year ago.

At the suggestion of the Music Publishers Protective Association station subscribers to the World Broadcasting System's recorded library are now furnished with a printed form to use in the event any of these stencillings find commercial support. Through the system involving the printed form the outlet will bill the account for the music tax, forward the money collected to World Broadcasting and the latter in turn will make the payoff to the MPPA.

For the series in the WBS library the MPPA is charging a flat fee per meter of \$5 for each pop tune and \$10 for a restricted number with the understanding that these rates apply only to the use of the recordings for sustaining purposes. An additional fee of 25c per pop composition and 50c for a restricted tune, according to the arrangement between the MPPA and the WBS, is to be paid the music men whenever a record out of the World library is underwritten by a sponsor.

KSTP (St. Paul-Minneapolis), which has an irksome (to the rags) habit of scooping local newspapers with monotonous regularity, beat all news dispensing agencies in the Twin Cities when Foshay and Henley, millionaire promoters convicted of using the mails to defraud, decided to surrender for their Leavenworth stretch.

Scribblers were cooling their heels in the U. S. marshal's office waiting for a news break when Foshay phoned the marshal that he'd meet him in front of the Foshay Tower, a 32-story Mpls. office building, modeled after the Washington monument and built by Foshay in his promoting heyday.

KSTP man, in on the secret, scrambled over to the meeting place as the only outsider, then hot-footed it to his studio, where he was on the air five minutes later. Broadcast was first word to the world and a real surprise to the Twin Cities' various city eds. Rage didn't come out with the news till the following a. m.

Ford-Waring Pennsylvanians show eschews the guest stars, becoming a straight Al-Waring program again for the balance of the year. Some 10 weeks of guest stars augmenting the Waringites prompted the Ford dealers to forget about that idea. The Sunday night session with daylight saving time moves back to 9:30 p. m.

While they were trying to locate Harry Richman, to sign a contract for that commercial, he was off the Florida coast on his boat with George Engels, of NBC. Frantic telegrams telling Richman to come to New York furrowed the Richman brow and had him asking Engels for advice. To which Engels kept replying, 'Don't be a chump. Leave all this to go home and broadcast? You're crazy.'

Engels was back in New York before he found out that the program wanting Richman had NBC intentions.

Columbia Artists' Bureau obtained last week from Supreme Court Justice Levy an order permitting it to serve the operators of the Lone Owl roadhouse, Almond, N. Y., with a complaint that didn't contain the defendants' true names. Network is suing to collect \$185 on a note covering the installation of a wire into the spot.

Operators of the roadhouse, as CBS subsequently learned, are Aston, Paul and Lena Fisher. They let the motion go by default.

SPONSOR SURVEY SUMMARY

Program Sponsor Identification

(FINAL SUMMARY)

COMBINED FIGURES OF INDIVIDUAL CITY SURVEYS MADE IN HARTFORD, PROVIDENCE, PHILADELPHIA, INDIANAPOLIS, DES MOINES, FORT WAYNE, CANTON, BURLINGTON, VERMONT, ALBANY, BIRMINGHAM, CHARLOTTE AND MINNEAPOLIS.

	Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known	Pct.
Aimes 'n' Andy	947	5	152	.846
Eddie Cantor	904	13	207	.894
Maxwell Show Boat	891	5	223	.796
Ed Wynn	861	40	222	.766
Rudy Vallee	787	50	320	.680
Myrt and Marge	576		370	.604
Wayne King Orchestra	601		511	.534
Boake Carter	378			.501
'Rise of Goldbergs'	470			.463
Jack Benny	462			.432
Burns and Allen	431			.383
Metropolitan Opera	431			.339
Jing Crosby	353			.338
Joe Penner	351			.336
Will Rogers	378			.331
'March of Time'	309		479	.330
Jessica Dragonette	372		715	.323
Clara, Lu and Em	336		613	.297
Paul Whiteman	333		729	.280
Phil Baker	243		696	.259
Harry Horlick	229		701	.244
Edgar A.	148	11	434	.232
Easy Aces	160	36	493	.206
Casa Loma Orchestra	181	33	665	.204
Olsen and Johnson	208	50	801	.204

VARIETY'S CHECK ON 13 CITIES

Fans Don't Know Backers of Programs Any Too Well—Final Total on Questionnaires

AD AGENCIES' SLANT

VARIETY's sponsor identification survey is summarized herewith. Grand totals are based on answers received and tabulated by VARIETY from 13 American cities east of Des Moines. Individual city surveys have been published weekly for the past three months.

What does it prove or tend to prove? Conclusively or completely, nothing is proved. At its best the survey is worth submission as provocative illumination on a question that needs increasingly to be looked into.

The question is, in VARIETY's vocabulary, radio showmanship. Some radio men may still prefer to sidestep that word 'showmanship' in which case they may use, if they can so discover, a fitting synonym. VARIETY projected and carried through this survey on the proposition, 'Do fans know sponsors?'

It seems that they don't know them. At least, not very well. Answers to the questionnaire which listed 25 well-known radio programs or headlines reveal that the public can identify only a few sponsors with anything like a consistent average.

Pepodent leads. More listeners know the bankrollers of Aimes 'n' Andy than any other sponsor on the list. Eddie Cantor's band, Chase & Sanborn, is quite familiar, while Ed Wynn, Rudy Vallee, Wayne King and Myrt and Marge are coupled with the products they represent in a reasonably good memory ratio. Yet it is apparent that most of the sponsors are but vaguely known to the people who listen to their programs.

50% is Okay

In many advertising agencies anything above 50% on product identification is considered pretty good. Least flattering from one way of figuring is the showing of Maxwell Show Boat. This question contained its own answer. It was purposely included as an 'easy one.'

Metropolitan Opera rating is remarkable in view of the program's newness, its afternoon niche, and the fact that Lucky Strike kept the commercial copy down to a minimum.

In view of a switch of sponsorship from Canada Dry to Chevrolet (now General Tire) the percentage score of Jack Benny is good.

After five years on the same program, Cities Service, it would seem that the product behind Jessica Dragonette should have copied a better rating. Although not one of the big money headlines, Miss Dragonette has been inundated with publicity.

Possibly bearing out the showmanship thought most vividly is Boake Carter's nifty rating. He is in charge of the commercial end for Philco and artfully incorporates the product into the body of his program.

Texaco's Tie-Ups

Eddie Cantor has been an on and offer but is correctly tagged most of the time. Ed Wynn has been aided by Texaco's supplementary full pages in the dailies and national weeklies and the general combination of his personality with the Fire Chief trademark.

Considering the shift of sponsorship and the institutional tact of Remington-Rand the 'March of Time' size-up isn't deemed disappointing. Wayne King has been three years with the same sponsor, Lady Esther, and is deemed to be the passion flower of American womanhood. Harry Horlick has

Anent Showmanship Ratings

VARIETY has received a volume of mail from stations, networks, advertising agencies, and even a couple of sponsors, as the result of the publication in April 3 issue of the 'Local Showmanship Ratings'. These comments on VARIETY range from highly complimentary to highly otherwise.

There seems to be a tendency to confuse VARIETY's purpose which was to attempt to recognize local aggressiveness, ingenuity, program creation, merchandising and all the factors loosely covered under the word 'showmanship'. It was not a circulation or popularity survey.

While filing away most of the rebuttals for future use, VARIETY feels that WWL, New Orleans, and KSL, Salt Lake City, are entitled to a public hearing on points which they raise. Captain A. C. Pritchard, manager of WWL, New Orleans believes VARIETY unfairly described WWL as 'a Catholic station of local character'. This, Captain Pritchard feels, may give some advertisers the impression that WWL is predominantly religious in its programs and character whereas such is not the case. Only an hour and a half of programs on Sundays are of religious nature.

KSL believes VARIETY's comment on that station tended to inject a possible religious prejudice angle. VARIETY had no such intention. KSL is not exclusively a Mormon Church property but is jointly owned by the Mormon hierarchy, the Salt Lake City Tribune, and a number of business men of various denominations.

NBC Bucks World's Waxed Library As Next Invasion of Station Field; Web's Right-of-Way Over Discs

As soon as it has the spot time placing and commercial transcription making phases of its enterprises operating smoothly NBC will proceed to invade the recorded library field. This move will bring the network in direct competition with the World Broadcasting System. Like the WBS, the web will build an extensive library of transcription series which the subscribing stations will be free to use either for local sponsorship or as sustaining programs. These series will be sold on a basis similar to World's, so many hours of entertainment at so much a week.

Curious twist to NBC's proposed entry into the recorded library field is the fact that it will place itself in a position of being in competition with itself. Available to affiliates will be both live and stencilled sustaining programs. What the choice of the associated outlet will be becomes obvious when it is realized that in order to make the recorded variety attractive the network will have to price them at rates lower than those prevailing for wired programs. For live sustaining shows all allied stations are currently billed at the rate of \$50 an hour.

'Removable' Cause

Angle about NBC's sales procedure in looking spot time accounts that has the affiliated stations concerned is the network's insistence that all such contracts with clients contain a two-week removable clause. This proviso must be inserted, the NBC sales staff has been instructed, 'in order to protect network operations'. If the spot is required for a hookup stanza out comes the transcription and another niche is to be assigned it on the station's schedule. If the associated

station or the client no like the removable clause, it's no deal.

Another policy enunciated by NBC with regard to transcription or spot bookings is that all contracts are to be made directly with the network and not between advertiser and individual stations. Credit responsibility is shouldered by NBC. Associated outlets will send the billings direct to NBC and the network in turn will collect from the commercial or its agency rep.

Still another sales rule restrains a client from placing a transcription made through NBC on any station allied with a web competing with NBC. If the advertiser wants service in a town not represented by an NBC release he'll have to ask the network's station relations department what indie outlet in that spot may be given the business. If the spot broadcasting client won't take a live show on WJZ and WEEA, both of which remain the lone non-transcription outlets on the circuit, it will be okay to book the discs for New York on an indie station okayed by the outlet. Understood that the choice here will be limited to WOR. In the case of two NBC outlets being available in the same city the advertiser's preference, coverage requirements and time availability will determine the station to be nominated.

Dutch Public Donated \$300,000 Last Year to Support Neutral AVRO

The Hague, April 13. AVRO, Dutch broadcasting association, reveals that in 1933 its membership rose by 35,000 persons and voluntary contributions amounted to \$300,000. This organization has a conservative financial policy and is building up a cash surplus with the hope eventually of having a full time, independent transmitter of its own.

AVRO is strictly neutral, which accounts for its popularity. At present it shares a transmitter and wavelengths with propaganda and Communist broadcasters.

Broadcasting in Holland is supported entirely by listeners through contributions. There is no advertising.

Block and Sully Sponsored

Block and Sully start on the January. Kelly returns to King Pebeo program over three way hookup consisting of WOR, Newark; WLW, Cincy, and WGN, Chicago, May 4 for balance of the summer.

Radio Is Part of Show Biz, Bill Schudt Tells WBT Staff

Charlotte, N. C., April 23.

Everything at WBT is to be measured by the yardstick of showmanship from now on, W. A. Schudt, Jr., manager, has announced to his program department.

Showmanship has been the watchword of the station in the past, but now it's a flag nailed high.

'Radio is a form of show business,' the manager told the station staff on his return from New York this week. He had been there studying radio showmanship for ten days. 'Radio can be made successful and attractive to potential audiences by vesting it with all the showmanship possible. The leading stations will be the stations with the finest showmen in charge, and this station must rank with the best of the other 50,000 watters.'

With these ideas in mind—Mr. Schudt is surrounding himself with a program department made up of persons of proven ability to create and present entertainment—or, as he puts it—persons endowed with the spark of showmanship.

Ferguson Steps Into WINS With Kaufman Blessing

R. L. Ferguson yesterday (Monday) stepped in as managing director of WINS, the Hearst outlet. He succeeded Bradley Kelly, who has held this post since a year ago January. Kelly returns to Kings Features and affiliated syndicate interests as assistant to Joseph V. Connolly.

Ferguson's appointment was made by J. L. Kaufman, general manager of the American Radio News Corp., Hearst's holding company for all his broadcast interests. Ferguson's contact with Radio goes back to its commercial pioneering days. He sold time for WOR, Newark, when that outlet had only two men in its commercial department. Since then he has been on the sales staff of WLW, Cincinnati, and WBC's Chicago division.

Holt as KFRU Mgr.

St. Louis, April 23.

Bob Holt leaves KMOX this week to become manager of KFRU of Columbia, Mo.

Holt had been associated with KMOX, the Columbia transmitter here, as announcer.

KIDDING 'HAP' MYERS

Yankee Network Gets Credit for WBS's Stunt

Boston, April 23.

WBS's recent studio baseball party has been the cause for a great deal of chuckling and the wagging of several heads. Until the program took the air the NBC local was apparently pulling a fast one on the Yankee web. They had the owners and managers of both clubs, the leading players of the Braves and Red Sox and several political dignitaries in the studio for the broadcast. The Yankee net had broadcast the opening game that day, but had planned no elaborate off-diamond program such as this.

During the broadcast 'Rabbit' Maranville, injured second baseman of the Braves, speaking from his hospital bed in St. Petersburg, Fla., said: 'I wish to thank the Yankee Network for bringing my voice to New England, and I also want to thank Fred Hoey for his broadcast of the game today between the Braves and the Red Sox.'

Yankee web had piped Hoey's account of the game to the 'Rabbit's' bedside. This was after former Mayor Curley had elaborated at great length on the fact that New England was fortunate to hear their baseball games every afternoon. The ex-mayor also had great praise for the Yankee web's Fred Hoey, saying that he was the best baseball announcer in the country. Next day during his baseball broadcast Fred Hoey read over the air a telegram received from Walter 'Hap' Myers, general manager of WBS. Fred acknowledged the telegram, then added: 'By the way, Hap, that was a swell broadcast you folks put on for the Yankee Network last night.'

WLIT Foxes WCAU

Philadelphia, April 23.

WCAU is 'burned' at local WLIT after the latter outfit sneaked in a remote wire at the Bellevue hotel. WCAU had pushed WPN out and supposedly had the Meyer Davis music exclusive.

Trouble started when the CBS local refused to pipe Davis' music to the web. Leader made a deal with the Lit station for an NBC channel that was grabbed pronto. Davis band, 15 men, is largest nite clubby unit in town.

BABE RUTH Talk, Drama 15 Mins. Commercial WJZ, New York

Unless there's something in the puffed wheat and puffed rice packer's code that also bans the premium idea, it looks as though Babe Ruth is in for a solid and popular run under the Quaker Oats banner. Ruth didn't go very far for Standard Oil of New Jersey the early part of the season, but the Quaker Oats authority decreed that the so-called Babe Ruth Baseball Club as operated was contrary to the industry's R. A. articles of agreement. Quaker Oats has retained the club angle, but whereas the oil series was Babe Ruth by canned proxy the miller is offering the Bambino in person.

Since it's the kids this program is mainly after, the time elected sets up a disadvantage. At 8:45 p.m. many households have the youngsters tucked away for the night. However, with the school season out of the way, casual dispensations will likely be made for the Babe and the probable pleader in the youngster's behalf will be the paternal families, who will be glad to be amiss at tuning in regularly on Ruth's comments about the current doings of professional baseball. As if by the Babe's own admission, the youngster in the family can be induced to see the error of his ways, such as disobedience, staying out late, bad companionship, etc., who the parent that will object to a hearing?

Ruth's second appearance (18) for Quaker Oats was routed in over NBC's blue (WJZ) loop from Philadelphia. He made his debut the Monday evening (16) before.

Program opened with Norman Sweetser putting the Babe through a quiz as to the pennant outlook for both the National and American league teams. The quiz was a popper. It looks like the Giants and the Yanks, with Washington, Detroit, Cleveland, Boston, Chicago, and St. Louis following in that order. From prognosticating the conversation swung to reminiscing with Ruth recalling a chapter out of his Babe Boy days. The paragraph of introduction from the narrator and in faded a cast in the New York NBC studios to give the tale dramatized emolument. In the Monday evening (16) before, the character, aptly ghosted, went profound for contrite for his misdeeds and with the switchback to Philly he took up the telling to appeal to the moral, which was the effect that if the kids want to get along they'll have to learn to play ball with the world.

Ruth was preface with his tomtomming for the paycheck's brand of puffed rice and puffed wheat. It's the stuff that gives you lots of health and energy. You don't know, because he himself eats them both. Ruth also takes his turn at urging the kid listeners to join his club. A cartoon top is all that's needed to mirth them and not only that but here's a chance to them to win one of the 900 balls and 100 of the felder's gloves that Quaker Oats is giving away. There is also a weekly grand prize, a trip to New York or Chicago as a guest of the Babe.

In a 25-week run with the Tom Mix Adventures Ralston Purina collected close to 1,000,000 box-tops. There's no reason why Ruth with his stated 13 weeks could at least have that mark. If the doings of the late spotting might be held accountable. Ode.

CIRCUS OF LIFE Lehman Wood, Hubbard Sisters, Marie Craig and Jack Farr 30 Mins. Commercial WBT, Charlotte

'Circus of Life' has opened a run of 26 weeks over WBT, playing for a half hour each Sunday afternoon. L. W. Driscoll, Inc., Carolina's distributors of General Electric refrigerators, are sponsoring the program.

Series is built on the theme used by Ripley in his 'Believe It or Not' drawings. Hix in his 'Strange as It Seems' and other similar efforts. It presents in rapid, and in a manner of strange and freakish facts.

This is against a musical background of circus and carnival tunes, employing the calloph and other instruments. Following an interlude of music, the program offers a 'Tableaux of Nations,' a travelogue that jumps listeners to many interesting lands.

Various strange, weird and unbelievable facts are given to listeners so fast and in such enormous dosage that the listener can hardly grasp; much less digest, the information contained in the hundreds of bare statements.

Marie Craig, as the hippodrome girl, sings a plebeian melody and Hubbard Sisters supply good harmony. Jack Farr accompanies both. High spots on the opening show were a timely history of Easter, account of comets, and a review of the centuries ago, and dramatized settlement at Roanoke Island in 1584.

Lehman Wood does a good job at writing and directing the spot.

CONOCO TRAVELS Harry Richman, Jack Denny, John B. Kennedy 30 Mins. Commercial WJZ, New York

Continental Oil started off the current season's series with a dramatized travelogue. Six weeks of it failed to produce a listening percentage worth the counting and the series turned to a more popular medium of interest featuring Richman's previous connection was Old Gold. With Conoco the lad has an ideal setting. All the program means is more deft fashioning of the dialog between Richman and Denny. Perhaps the show would be better off if it were eliminated altogether.

For Conoco John B. Kennedy is doing a job similar to the one Packard has him down for Monday nights. He's there to give a literary flourish to the play, and Kennedy does this by reading the country's national parks and studs his palaver with such cliches as 'a vista of cascading color,' 'knowing nature's grandeur' and 'the rugged and verdant nature.' Aloys Havrilla does the straight selling, and among the points made by him are the product's high rating at a recent distribution test on the country's expressway and the Conoco offer of a free travel service with maps and all. Ode.

WGY MATINEE PLAYERS

Mystery Dramas
Sustaining
WGY, Schenectady

Presentation of this series of sketches marks the first attempt of the WGY Matinee Players. In the past two years, to do anything important in the dramatic line, Skits, dealing with reincarnation, spiritism, mental telepathy and kindred subjects, were presented by Frank Ver, former professional trouper and a member of the WGY Players in the days when they ranked high among radio's acting groups.

Sketches are of the creepy type; some of them are depressing. Inasmuch as they are not tied together by a thread of continuity, each must stand or fall on its own merits. They probably appeal mainly to listeners interested in reincarnation and life, and to those who feast on their weird in radio dramatic fare. Other listeners may find certain plots morbid—such, for instance, as the one about a young musical comedy dancer who is stricken with a fatal heart attack at the same time his homeward-bound husband crashes in a plane accident.

Incidentally, the inclusion in opening announcement, of the line, 'What a life this business has! It's the greatest adventure,' is a questionable piece of showmanship. It puts a strike on the program at the very outset, and may cause knob-twirling.

From the angles of writing, acting and general production, sketches are rather well done. A competent cast also is in the line. A good character actor, albeit his accent is English. Maurice Randall, an older veteran and capable actor on the radio, plays a character, a character, Patricia Sheldon, a promising young actress, does the leads, with Stanley Buelo as her vis-a-vis. At times, Sheldon and Buelo are cast in parts that require more of a pose they do not now possess. Margaret Fisher, character woman, and Robert Stone, bit player, complete the cast.

Feature hits WGY's wave length one afternoon weekly.

EVENING TATLER Variety Program Participating 30 Mins. Commercial WEEI, Boston

Now in its third year, this nightly feature is the daddo of several somewhat similar programs around the country, its originator having supplied sample scripts to other stations that they might do likewise.

Tatler owes its success to its rapid pace and to its varied make-up. It is a fast-moving program and the audience never knows what to expect. Vic Whitman, the editor, begins by reading the contents page of the Tatler. Then come the vocal groups, soloists, instrumentalists, records when live talent is unavailable, short comedy sketches, and a feature called 'Comic Strip of the Air,' Charlie & Willie.

Each 30-minute issue of the Tatler includes six pages of advertising, each ad being a spot announcement of one minute or less read by an announcer. Program is a try-out period for the pick of the performers auditioned by the station, and several groups in big time owe their start to the Tatler.

Vocal trio calling themselves 'The Headliners' appeared in the program last week. The trio consisted of in this program Charlie & Willie set up in business as authors' agents, and liked a yarn submitted so well they read it over and over as often as they liked. Charlie's dialect is in class but is well and truly imitated around New England as is that of Joe Penner.

PACKARD PRESENTS Walter Damrosch and Orchestra, John B. Kennedy Symphonic Music 30 Mins. Commercial WJZ, New York

Opulence and culture are presumed to have an affinity, and on that logic Packard's motor car for the week's pocket book is framed a program designed to appeal to the more refined people. Opera and symphonic music are 'musts' among the fashionable crowd's patrons. For some years there has been a mounting suspicion that it was the see-and-been opportunity rather than the music back attracted the gentry, and while it is probably pointless, since unverifiable, to discuss that aspect, one thought may be appropriate. If a considerable number of the patrons of the concert music attend to be seen, will they listen when nobody has a longnette trained their way?

Of musical appreciation is legendarily associated with the gallery, the poets, the schoolmarm. In short, not with people who can afford Packards. However, all this discussion is confessed to go to the heart of the matter, and it is hardly admissible as evidence.

And against it may be argued that Damrosch and Packard are offering a friendly music by which is presumably meant the philharmonic works containing melody. Yet the program, in spite of any half-way compromise, veers toward the heavy rather than the light, and it is not culture to appeal to the big bank accounts, what then? Its no simple problem to build a show for a product like Packard, and it is no simple problem to build a show for a product like Packard, and it is no simple problem to build a show for a product like Packard.

Meanwhile it seemed a long-winded and rather pompous sales spiel that John B. Kennedy, the announcer, between Damrosch's music. Its obvious aim was smart, but it ran to a restless verbosity. Talking about Packard's music, and informally its laudable, but the copy is starchy. Clever, however, is the stunt of repeating Packard's slogan, 'ask the man who owns one,' in English, French, Spanish, Italian, Russian, Chinese.

In addition to conducting Walter Damrosch, as is his habit, makes his commentary on the numbers he selects. Damrosch is a big, brown-in-chief. And he's been a swell investment for the network. He and the Atlantic Monthly go into the same line. Billington and Vanzler are unknown in the field marshal of radio's culture-whoppers. Schoolchildren like him get the proverbial Castoria, and school teachers pronounce his name blessed. Land.

ALKA SELZER NEWS OF AI Stuart Buchanan 15 Mins. Commercial KNX, Hollywood

This is the news service which has caused all the rumpus on the Coast and has Guy Earl, of KNX, fighting the local stations and his refusal to take in the show and throw out his independent service for the newspaper-radio pact service.

Station has built up an independent news gathering association with correspondents throughout the country and a system of garnering stuff from abroad. Boast of the service is that it is the only one score, similarly revolutionary stations in the west getting the service and that no bulletins are aired unless verified by the source by KNX correspondents.

Insistence of KNX to continue the service despite opposition from the press now has KNX banned from the logs of the metropolitan Los Angeles papers.

Treatment of the news is snappy and well spaced with humorous and the so-called 'human interest' stuff. Stuart Buchanan, the announcer, the bulletins has a good clear voice and modulates his delivery to fit the importance or humorous aspects of the news. The program is edited in good punchy news style shows the journalistic sagacity of Les Mahwinney in charge of the KNX bureau.

Caught in April 22 at the 9 o'clock period, the bulletins were diversified both as to type of material and as to sources. Some of items broadcast follow. Filing of a divorce application by a woman in New York from her Italian nobleman husband; yarn as to the fate of the dog-mentioned in the will of the wealthy Topika widow; story of the trial of three alleged murderers in Dedham, Mass. for the asserted slaying of two policemen; will of Otto Kahn; the 17-year-old boy who stole \$50,000 from a medium and said the money thinking it was counterfeit, for \$3; launching of the yacht in England as an international cup challenger; stealing of \$500 pound sack of \$500 worth of jewelry in New York by a chap who may or may not eat spinach; filing of a divorce

FRED HOEY Play-By-Play Commercial WNAC, Boston

A baseball game broadcast without Fred Hoey, New England baseball fans would be like bacon without eggs. Last week Fred began his ninth season announcing ball games over the Yankee web. It is just an open and shut case of getting someone who knows what they are talking about, at least for broadcasting sports events.

Hoey's connection with the national sport dates back a good many years, having played the game, been official scorer, and baseball writer for Boston newspapers. Added to his thorough knowledge of the game is a voice pleasing to the ears and a first name familiarity with every player in both leagues. His accounts of the games are in good plain, straight baseball language which any listener can understand. Nevertheless, he does not talk down to his audience but try to convey the impression that he is a 'know-it-all' as some of his big-time contemporaries do. His following is his thorough knowledge of the game is a voice pleasing to the ears and a first name familiarity with every player in both leagues.

Ad plugs are settled to be a bit beefy as is the rule with most local commercials. Sponsor, the Penn Tobacco Co., is a new pipe tobacco in New England.

CINCINNATI BASEBALL

WSAI, Red Barber
WFSB, Hartford

Under new ownership of Fowler Croley, Jr., big boy of Crosley Radio Corp., this is first season Cincy club has been in the air. More than WFSB, 250-watt, to cut in on blasts of games.

Sound tossers get 13 home contests and all out-of-town tilts if one wishes to do with driving of apples. Battles ticker serviced, with each blaster working on his imagination for realistic descriptions.

Two words sets were used to catch opener with Cubs and make comparisons on the three-way casting.

First rating to Hartman, who's been on the job for a while, knows all the players and has come to learn what the receiving set bugs go ga-ga over. He follows the ball at all times, stepping up on close plays and backslaps on league lingo and leaves the umpiring to the men paid to do it. His voice is nice. He doubles the p.a. system for announcements at the park.

Sponsors on WFSB are Peter Hoid cigars, Franch-Bauer ice cream, and WSAI's radio shop and Bonus chewing tobacco.

WSAI, baby brother of Crosley's WLW, now permitted to go 500,000 watts, has Red Barber, a newcomer from Florida. He's a rapid-fire splendor and displays familiarity with the pastime. Always saying something, he hands out descriptive and statistical points between pitches and plays. Grammatical on the way, constant chatter and want for change of tone wears down receptionist. In between blurbs are solely for Ford's V-8.

CBS local unit, WKRC assigned C. Oatmeal Brown to the ball or chair job. He is new to radio, but a lot of practice, having been a pervisor of motion and foreign creative diviz for some years. Low voiced and a bit easy. Commercial plays are for Capital Bary dry cleaners and 'Guns' gas station.

Speed checks on p.a. calls favor Hartman, whose rivals will no doubt improve with experience. Hartman has knack of encouraging attendance by making for listeners which they were present for hotcha features.

Bal. plant's name has been changed from Redland to Crosley Field. Signs removed from outfield walls. But on either side of scoreboard are giant replicas of a radio receiving set, with dial on 70, which is 'W. 70' and as electric refrigerator, both Crosley products.

In first day's work, Red Barber did right by the ball, calling attention of listeners to the radio and refrigerator decorations. Kolling.

suit by an 89-year old woman because she claims her 81-year old band had been too attentive to her stenographer; Mussolini's challenge to Germany to keep hands off Austria; several items from the House of Representatives; filing of a resolution in the Texas house to offer \$25,000 reward for the capture of O'Dillinger; stock market analysis, some of the most important quotation and foreign exchange prices. Only two local items on were the dismissal of an assault suit against Victor McCaffrey, a player and the awarding of a divorce to the daughter of Almee Semple MacPherson.

Commercialism was on for three brief spiels. All in all the 15-min program is a way and ahead of the official radio for interest and for enterprise in presentation. Stan.

AROUND THE WORLD With John Leitch, Tom Dawson 5 Mins. Commercial WCMA, Philadelphia

This, a new nightly series sponsored by RCA-Victor, is aimed to promote the sale of their new globe-trotter receiver for the short-wave spectrum. Program is signed by John Leitch under his title of technical supervisor of WCMA.

Idea is most novel advertising ever done locally, and is being used as a test program for a new network arrangement. Each show pushes the set by means of talks and short one minute dramas of foreign airings, with pressure on the thought that the listener goes 'around the world in his armchair.' Program reviewed Tuesday (18) centered about Australia broadcasting, using recordings to bring out the notes of the birds and the flowers, which identifies all 'down under' broadcasting.

Night programs, time was made for 'Big Ben' closing the program, and musical explanations of how to identify English catches.

Leitch is slightly dramatic and tends to be a tear-jerker rather than to sustain awe interest, which is the only way RCA can hope to get an actual sale out of this series. Program is scheduled for 13 weeks, and will probably run into a scarcity of material after awhile; and stretching even for five minutes, will spoil the idea. Needs little more than a few more interesting and more exciting 'choices of material.' Staff reads better than it sounds.

John Leitch, WCMA chief engineer, is being ghosted for speaker while he sets up and produces the show. 'Ghost' in question is Tom Dawson, bass of the CBS Four Showmen.

Program is only one airing at WCMA from behind a curtailed studio.

JOSH HIGGI 30 Mins. Commercial WMT, Waterloo, Ia.

Program has much of merit, is well balanced and, except for a seven-minute blurb on product following a banjo introduction, is an entertaining and pleasant entertainment, a bit of Seth Parker meeting atmosphere with a not so bad tenor hymn-singer sans music and a good voice doing an 'a-la-Guesse.' There is an excuse for the bakery blurb in that the announcer makes a trip with a route driver covering some 50 miles, namely, to stop at a bakery where bread is sold. Evidently different routes selected as a surprise.

Five characters swing the usual sticks problem, the one caught having to do with driving of apples. The store railing to keep loafers and whittling hounds home, the village shrew if cabroths with the mayor who patron being the Moses of the village leaving block.

Dialog is blocked by a timely, seasonal bit of verse, a banjo interlude, melody and violin number, and a village worship scene and ends in a comedy treat that comes as an abrupt time break.

Little bit of the air, by guest tickets, furnishes meeting hall atmosphere. Players are fairly good. While a caricature on its own straw chewing, small-town, city square and a village scene, the program, this program clocks because of its humor.

Introduction stresses food values of bread and a takeoff on some of the medicinal and dentifrice blurbs on the networks. Sit is on the air every Friday at 7:30 p.m.

HELEN HUGHES Motion Picture Talk Sustaining WGY, Schenectady

In this talk, delivered by Miss Hughes, personnel director of Universal Pictures, she discusses the 'Woman's Radio Review' over NBC, the usual chatter about the studios and stars was passed up for a discussion of the more prosaic, but nonetheless important question of the manner in which the operating personnel of a picture company is selected and of the opportunities which are offered. Although her remarks were addressed primarily to women listeners, they contained information which young men, particularly those who might have careers in the motion picture business of the films, should have found interesting.

Miss Hughes told the aerial audience about her experience during nine years' service as director of personnel for Universal in New York. She emphasized the care with which every application for a position was considered, instances were given in which the person possessing what appeared to be the most minor qualifications had subsequently rose to top positions with either Universal or another company. Miss Hughes had named Miss Hughes had named (Continued on page 38)

If It's Good They'll See It Whether It Be Pic or Radio, Says J. F. Royal

Hollywood, April 23. Film producers and exhibitors who figure that the film name over the air is a disastrous competition to theatre business are off on the wrong foot, according to John F. Royal, NBC vice-president in charge of programs, here for a Coast check up.

Radio will not keep audiences out of theatres if good pictures are showing, he said, but poor pictures will drive cash customers away from houses to stay at home and get something worth while from the air.

Similarly, he points out, poor radio programs will drive listeners out of their homes into the theatre. Both media depend on showmanship for appeal, he says. 'All the competition in the world will not keep patrons away from something they want to see in the theatre or draw them from their firesides if a particularly good program is coming over the ether.'

As Royal sums it up, most of the squawks from producers and exhibitors about radio competition is to hide the real reason for box office anemia—poor pictures. 'We don't hear the squawk where the box office picture is playing,' he concluded.

San Francisco, April 23. Radio's greatest need is for good writers who will plunge in and pioneer as did some of the performers before reaching their present heights, John F. Royal, NBC vice-president in charge of production, stated upon his arrival here for a c. o. of the western broadcasting situation.

Exec admitted that one of the purposes of his swing around the nation is to build up district personalities in an effort to get away from the all-Broadway-and-42nd atmosphere of the present air shows. He pointed out that the chain is out after more human interest programs, citing a possible broadcast from the Mother Lode country of Nevada as one that would interest thousands. NBC's new mobile transmitters, one of which may be sent here before the year is out, will enable such feature etherizations to be made without spending thousands of dollars on the charges, Royal said.

Returning to the scribes, Royal stated that radio now has the best in music and variety, but is sadly lacking in good writers with ability, whether they be names or unknowns. 'But they've got to pioneer just like the Cantors, Wynns, Downeys and others have done before they landed at the top of the radio heap,' he declared. 'The sponsors, and the writers, must pay for the writers, are beginning to realize that many changes are due, and many more are already taking place,' Royal said.

Program chief, who was in theatre biz for some 30 years, many of them as a playwright, manager, sees a tendency to build programs to hold listeners for the entire night instead of for an hour or two. There is, he believes, a movement away from the quarter hour and even the half hour shows that have been heavily bought this and last year. Although stating that the present Thursday night lineup, with Vallee, Show Boat and others was purely an accident, he pointed to that as a perfect example of the kind of shows needed to secure and hold listener interest for the entire evening.

And speaking of good programs, carefully created, well produced and with competent and popular artists, Royal deplores the present radio practice of doing a good show only to abandon it without a second performance as extremely wasteful.

'If a man sees a good picture or a good stage show on Sunday, he tells his neighbors and friends and they see it on Monday if possible,' Royal said. 'But in radio, currently, that is impossible, for the show goes into limbo once it is completed.' What he'd like to do, and in fact, what he is now mulling over, is a plan to repeat good programs as the operas, plays and other shows that have clicked.

Royal mentioned two San Francisco sustainers sent transcendent as the best of their type now on the air. They are 'One Man's Family,' Carlton E. Morse domestic

VISITING HOURS

Pluggers Annoy NBC—See 'Em At Certain Hour Only

Music publishers will have to do their contacting of the music division of the NBC program department, plug information henceforth from 2 to 3 in the afternoon. Network execs decided to restrict the visiting of the publishers' contacts to the single hour a day after the personnel in the music division had complained that the haphazard dropping-in of song placers was interfering with the former's routine.

New calling rule applies to every day in the week but Saturday and Sunday. On the latter two days all publisher calls are out.

1,250 FEWER FOR VALLEE AUDIENCES

J. Walter Thompson has won its point about moving the Rudy Vallee-Fleischmann show into a smaller studio at NBC. Shift takes effect with the May 10 broadcast. New home for the program will be 8G, or what has been tagged the Radio Guild studio. To accommodate the Vallee setup two rows of seats have been taken out here and the stage given more width and depth. Agency has contended from the start that the big studio, 8H, assigned it was too large for the intimate type of show the Vallee presentation offered. Squawk also involved faulty acoustics.

Switch of studio means cutting down the guest capacity from 1,500 to 250. Smaller studio also allows for the use of a glass curtain. Maxwell House Show Boat will take over the studio's main auditorium after Fleischmann moves.

Old Gold Vacation

Old Gold comes off the air with the May 2 broadcast. Account has been on CBS continuously for a year and a half and its plan now is to devote the entire appropriation to newspaper advertising for the summer and return to Columbia in the fall.

Withdrawal of Old Gold, leaves CBS, however, with two big brands, Chesterfield and Camel, to run for the balance of the spring.

KOBAK, WITMER TOUR

Revamp Sales Department Titles in Chi Branch

Edgar Kobak, NBC's general sales manager, on a visit to Chicago last week revised the sales setup for that division so as to have it conform with the general organization of the network's selling enterprises as suggested by the report of Tradeways, Inc. Kenneth Carpenter retails the title of sales manager of the central division and I. E. Showerman takes the post of assistant sales manager. Retailing of both hookup facilities and spot broadcasting will come under their supervision. Bill Hay who has been serving as manager of local sales, will now operate under Carpenter in a general selling capacity.

Roy Witmer, who has been assigned to act as operations head of all NBC sales, made the trip to Chicago with Kobak. Next branch slated to get their sales staff revamping attention is San Francisco.

serial which is sponsored by Weston Oil in the West but is a sustainer on the cross-country network, and Carefree Carnival, Saturday night variety period. 'There may be others coming up soon,' the prexy said, 'because we're beginning to realize in New York that Broadway isn't the only important intersection in the nation.'

Royal spent a day here with Don E. Gilman, v. p. and western chief, before the pair left for Hollywood to look over that situation. Former plans a jaunt to the Northwest before returning to New York sometime next month.

WDRC's 50% Spread

Hartford, April 23.

Extensive alterations have been made in the studio and offices of WDRC, Inc. More than twice the amount of floor space is now occupied with new studio equipments, a second studio installed, offices of advertising departments, station announcers and executive offices. WDRC is now celebrating its twelfth anniversary.

J. LESLIE FOX JOINS WMCA AS V.P.

Nashville, April 23. Leslie Fox quits as manager of WSM, 50,000-watter, May 1. He will move to New York to become vice-president of WMCA in charge of sales.

Jack Adams is out of WMCA. Board of directors of the Federal Broadcasting Corp., operating leases of the outlet, paid him off on his three-year contract and relieved him of the post of executive vice-president.

Adams, who was responsible for bringing the group of Wall Street scions into the Federal proposition, took over operation of the station as president in August of last year. Title passed to George B. Storer when he bought an interest in Federal's contract with Donald Flamm two months ago.

Storer last week appointed A. Kracht as WMCA's director of sales. Kracht's previous connections were in the newspaper advertising field.

Another change in the station's personnel was the departure last week of Capt. Robert S. Woods, head of publicity, to join M. Koenigsberg as associate editorial director of the Radio Guide publication. Herbert S. Glover has inherited Woods' WMCA title.

WHAT'S NEW? TRIPS FOR CBS MANAGERS

Managers of CBS-operated stations are being brought into the home office for their seasonal talk-it-overs. Last week it was Jack Van Volkenburg of KMOX, St. Louis, and Earl Gamon, of WCCO, Minneapolis, and the week before the visitor was Bill Schudt, of WBT, Charlotte, N. C.

CBS' other directly operated outlets are WPG, Atlantic City, and WBEM, Chicago.

Phonograph by Another Ghosts for Heifetz

The Hague, April 13. Yasha Heifetz appeared as a guest of the Concertgebouw orchestra during a program which was broadcast. Heifetz, however, refused to go on the air so his portion of the concert was cut out with a phonograph record played in.

Record, played by Szlgetti, was of the same piece Heifetz and the orchestra were playing, making it a perfect patchwork job.

Boyer, NBC, May 6

Chicago, April 23. Starting date for the Boyer show on NBC is May 6 at 5:45 to 6, Central time.

Cosmetic company will take a partial network on the red through the southwest and south central. Local outlet will be WMAQ. Show jumps to a network after a start on WFAA on a single shot 26 weeks ago.

WILL AUBREY SPONSORED

San Francisco, April 23. Will Aubrey, vet vaudeur who has been sustaining at NBC for past six months, gets a twice weekly sponsored ride on the network for Nestle's Chocolate beginning May 15. He's on Tuesday nights at 10 p. m. and continues his Greek and other characters on Carefree Carnival.

Burton, WEEL, Explains Theory That Better Programs, Showmanship, Fans Will Call the Tune in 1935

Ribbing NBC

Don Bestor answered Harold Kemp's bill for \$500 covering talent NBC supplied at the Maestro's Pennsylvania opening by sending Kemp a statement for the use of the hotel spot as a rehearsal hall. Talent Kemp sent over included Pickens Sisters, James Wallington and East and Dumke.

CATALINA SWIMMER IN RADIO NO GO

Geor. lina swim and twice marathon swim champion of Canada, is defendant with F. A. McLean, mining promoter, in an action in which Radio Advertising Service is suing for \$5,000 damages plus costs before Mr. Justice Kingstone in Supreme Court here. Judgment has been reserved inasmuch as evidence reportedly reveals lack of evidence on both sides.

Contention of plaintiffs is that Pennray Oil Co. entered into a six-months' agreement in April whereby a broadcast over a Central Canada network was to commence May 1 extolling the merits of the oil company. Agreement also included the engagement of an ex-jockey who was to broadcast a turf and racing digest as a feature.

The Young-McLean duo wrote that they could not proceed with the program. Plaintiffs claim they suffered loss as a result. Young and McLean in their defense claim they were merely agents for Pennray Oil and that the agreement was to be carried out when Pennray Oil became incorporated.

The California trust company in which the late William Wrigley placed Young's prize money of \$25,000 until the swimmer became 30 refused to put Young's money into the proposed oil company, McLean testified; whereupon a charter could not be procured and the proposed radio program fell through.

LEHN & FINK STARS BOOKED BY MILMAN

Hollywood, April 23. Lehn & Fink, for their 'Hall of Fame' hour on Sunday nights, are relying on Hollywood talent, which is being booked by Mort Milman.

April 29 Myrna Loy appears with Clark Gable in scene from 'Mannhattan Melodrama,' with W. S. Van Dyke, director of the picture, also on same program. May 6 Joan Crawford and Franchot Tone will do scene from 'Sadie McKee,' May 27 has Wheeler and Woolsey, and June 10 Zasu Pitts, with possibility of Edward Everett Horton.

Johns-Manville Back

Johns-Manville Corp. is returning to NBC May 12 for another slier with Floyd Gibbons. Maker of housing supplies has picked a Saturday night half hour and a cross-country loop containing 48 stations. Account and eight weeks of it earlier in the season. This time Gibbons will have guest speakers to contribute to his flow on the subject of national recovery, and also now is the time to have the old roof shingled.

Hubbard Names Schabel

Chicago, April 23. Dudley Schabel comes into town as local news supervisor for the Consolidated Radio News bureau. Stan Hubbard (KSTP) one of the owners of the news company, sent Schabel to the post here.

Replaces Ray Blay who before joining Consolidated handled the local desk for the late Columbia news bureau.

Among the better broadcasting stations, income from sale of time will reach an all-time high in the first half of 1934, in the opinion of Charles W. Burton, manager WEEL, Boston. By 1935, he believes, gross earnings will have dropped to a figure on a par with those of 1931, and the descent will be accompanied by improvement in programs in direct ratio to the decline in revenue.

Numerous indications point to a not very gradual return to the high ideals that governed operation of stations prior to the time when radio began to feel the depression, he says. At that time get the dough was the motto of commercial managers and salesmen, and out the window went the policies that had been carefully formulated for the protection of the listeners against the threat of lengthy and expensive programs light on entertainment value and sponsors whose products couldn't stand too careful investigation.

Stations pried open their schedules to accommodate one-minute plugs. Soon every available second was utilized. And it was not unusual to hear a symphonic number faded out so that an announcer could below the praises of a brand of clam chowder. Announcers quick on the trigger could rattle off 50 or 60 words during the brief space between network programs.

Burp Syrup Break

Proprietary medicine boys whooped for joy. Time brokers cleaned up. From a revenue standpoint, these plugs comprised the stations' most important feature. Instead of inserting spot announcements where there was an opportunity, things got so bad stations were building their programs around their spot plug schedule.

But, according to WEEL's manager, the plug era is in sight. Here are some of the indications that encourage him to make that prediction:

1. Recent ruling of chains and many independent stations against payment of secondary commissions to time brokers.
2. Increase in audience mail expressing resentment against chiselers who, at slight expense, cry their wares to huge audiences gathered by advertisers who have spent important money to build programs that will entertain them.
3. Growing objection on the part of the stations outside of New York and Chicago are capable of producing spot programs that will attract listeners.
4. General upturn business conditions, making it no longer necessary to go to extremes to get revenue.
5. However, Burton says, stations are handicapped with contracts that cannot be thrown out, so the change for the better will not be sudden. Of course, he adds, there will always be stations that will accept anything and everything that will bring in the bucks. But the better stations, the ones that had high ideals a few years ago, will take immediate steps to clean out the medicine chest and purge their frequencies of all objectionable material. They will concentrate on showmanship and entertainment, and in the end they will be better off, despite any slight loss of K.P. come.

Van Heusen Moves Intact

From WOR to WEAF

After a year it on WOR, Phillips-Jones Corp., maker of the Van Heusen collar and shirt, shifts May 28 to WEAF. On NBC's red net it will occupy 8 to 8:30 Saturday nights.

Program is being brought over intact. Cast consists of Teddy Berzeman, Betty Queen, Bill Smith and Harold Stern's band.

Radio Directory

(As a convenience for advertising agencies, sponsors, and other readers, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

New York City

NBC

(Stations WJZ-WEAF)
80 Rockefeller Center
Circle 1-8200

M. H. Aylesworth, President.
Richard C. Patterson, Jr., Executive V.-P.
Edgar Kobak, V.P. on Gen. Sales.
A. L. Ashby, V.P. on Artists' Service.
George Engle, V.P. on Artists' Service.
John P. Royal, V.P. on Programs.
Roy C. Wilmer, V.P. on East Side Sales.
Frank Mason, V.P. on Public Relations.
Mark Wood, Asst. to Exec. V.-P.
Henry Klutznick, Asst. to Exec. V.-P.
Lewis MacDonagh, Secretary.
H. F. McKoon, Auditor.
G. F. Kelly, Asst. Auditor.
C. W. Wadsworth, Music Supervisor.
J. deJara Almonte, Evening Operations.
G. W. Payne, Operations.
E. J. Feltner, Asst. to Treas.

Department Heads

Donald C. Shaw, Eastern Sales Mgr.
Alfred H. Morton, Bus. Mgr. Program Dept.
Frank Mullen, Agricultural Dir.
Bertha Brainerd, Program Mgr.
Thos. E. Balaban, Music Library.
W. D. Blochman, Purchasing Agent.
John H. Carey, Secy. Supervisor.
O. B. Hanson, Mgr. Plant Operation and Engineering Dept.
Ruth Koehler, Personnel Supervisor.
Donald Withycomb, Mgr. S. Relations.
Paul P. Peter, Mgr. Statistical Dept.
J. W. Johnston, Mgr. Press Relations Dept.
Harold Kemp, Artists Service Popular Talent.
D. S. Tutthill, Sales Mgr. Artists' Service.
Quinn Adams, Office Mgr.
E. H. James, Sales Promotion Mgr.
J. L. Mason, Merchandising.
W. C. Boaz, Promotion Adv.
B. J. Hauser, Presentations.
Paul Winchell, Dramatic Sales.
Mrs. Frances Rockefeller King, Mgr. private entertainment.

CBS

(Station WABC)

485 Madison Ave.
Wickham 2-2009
William E. Paley, President.
Edward Klauber, Executive V.-P.
Sam Rickard, V.P. on Charge of Sales.
William W. Lowman, on Operations and Secretary.
M. R. Hurton, Treasurer.
William E. Edson, Asst. Sales Mgr.
Bert McMurtrie, Com. Program Oper.
John F. Field, Com. Program Dir.
Julius F. Seebach, Program Supervisor.
J. G. Gude, Publicity.
H. L. Cohen, Technical Dir.
Paul White, Special Features.
Paul W. Keeton, Sales Promotion.
John J. Carroll, Market Research.
W. M. C. Gittinger, Sales Mgr.
Charles Stark, Local Sales.
John C. Carville, Production Mgr.
Frederic P. White, Educational Dir.
Julius Matfield, Music Library.
Hugh Cowham, Commercial Engineer.
Courtney Savage, Dramatic Mgr.
Ralph J. Wonders, Mgr. Artists' Bureau.
Paul Ross, Mgr. Personal Bookings.

WOR

Bamberger Broadcasting Service,
1440 Broadway
Pennsylvania 4-5888
Alfred J. McCosker, President.
A. A. Cornier, Gen. Mgr.
Theodore C. Silverman, Asst. to Pres.
Walter J. Neff, Sales Manager.
Robert J. Wilder, Mgr. Program Dept.
Lewis Field, Director Programs.
George Shuckley, Musical Director.
Adolph Oppinger, Studio Manager.
J. R. Poppole, Chief Engineer.
David Casem, Publicity.
James Mahler, Publicity.

WI

American News Corp.
114 E. 59th St.
Eldorado 5-6100
R. L. Ferguson, Station Mgr.
Philip P. Whitten, Sales Mgr.
H. F. Sigwell, Production Mgr.
Vincent Sorey, Musical Dir.
H. Harrison, Asst. Program Dir.
George Wieda, Pres.

WMCA

Licensee, Knickerbocker Broadcasting Corp.
Donald Flamm, Pres.
Operated by Federal Broadcasting Corp.
Broadway at 67th St.
Columbus 5-5000

Geo. B. Storer, Pres.
Clendenning J. Ryan, Jr., V.-P.
James K. Ryan, Jr., Treasurer.
J. Leslie Fox, V.P. on Sales.
Frank Jennings, Program Dir.
C. A. Knecht, Sales Director.
Jack Rickard, Production Mgr.
Robert Hood, Chief Engineer.
Charles Martin, Dramatic Dir.
Harry Pascoe, Com. Program Dir.
Herbert Glover, Dir. Public Relations.
Frank Marx, Chief Engineer.

WLWL

Universal Broadcasting Corp.
415 W. 50th St.
Columbus 5-7000
H. F. Riley, Dir.
J. P. Klerman, Business Mgr.
R. W. Block, Sales Manager.
George O'Brien, Program Dir.
Rudolph Forst, Musical Dir.
Joseph Dappo, Chief Engineer.

Chicago

NBC

830 North Dearborn
Superior 8300
(Stations WENR-WMAQ)

Niles Trammel, V.-P. in charge.
Sam Kanczy, Asst. to Chm.
C. E. Parker, Asst. to Chm.
Fred Weber, Station Relations Mgr.
John Wadsworth, Office Mgr.
Roy Schiff, Chief Musical Dir.
C. L. Mender, Production Dir.
Sidney Strodt, Chief Engineer.
Alex Robb, Asst. Program Mgr.
Sidney Strodt, Artists Mgr.
Willie Cooner, Continuity Mgr.
Frank Mullen, Dir. of Agriculture.

Chicago Ad Agencies

Aubrey, Coore & Wallace,
410 North Michigan Ave.
J. H. North.
F. G. Ibbett.

M. W. Ayer
164 W. Jackson Blvd.
Nason McGuire.

Batten, Barton, Durstine & Osborn
221 N. La Salle St.
George May.

Jackett-Sample-Hummert
221 N. La Salle St.
Edward Alechtre.

N. H. Peterson.
Doremus & Company
205 S. La Salle St.
H. Ray Henderson.

Erwin, Wassey & Co.
230 N. Michigan Ave.
William Weddell.

redwick & Mitchell,
360 N. Michigan Ave.
Karl Frederick.

Charles Daniel Frey,
333 N. Michigan Ave.
Larry Triggs.

Gundlach Advertisi
400 N. Michigan
Irving Rosenbloom.

Hays, McFarland
333 N. Michigan Ave.
Hays McFarland.

Henri Hurst & McDonald
520 N. Michigan Ave.
N. L. Pumphlin.

Kaster
360 N. Michigan Ave.
Read Wright.

Kirtland-Engel
646 N. Michigan Ave.
R. M. Kirtland.

Lord & Thomas
919 N. Michigan Ave.
Lewis Goodkind.

Matteson, Fogarty, Jordan
207 N. Michigan Ave.
H. L. Weller.

McCann-Erickson
916 N. Michigan Ave.
Raymond Atwood.

McJunkin
228 N. La Salle St.
Gordon Best.

Meadham, Louis & Brorby
360 N. Michigan Ave.
Helen Wing.

Reincke-Ellis-Youngren-Finn
520 N. Michigan Ave.
Russ Williams.

Roche, Williams & Cunyng-
ham, Inc.
Strauss Bldg.

William Roche,
Rogers & Smith
20 N. Wacker Drive
verett Opie.

Ruthrauff & Ryan
360 N. Michigan Ave.
Nate Caldwell.

Stack-Gable
8 S. Michigan Ave.
Ralph Goble.

J. Walter Thompson
410 N. Michigan Ave.
Dick Marvin.

George Allan,
U. S. Advertising
612 N. Michigan Ave.
George Enzinger.

Wade Adv. Agency
208 W. Washington St.
Walter Wade.

Judith Waller, Educational Dir.
Kenneth Carpenter, Sales Mgr.
Bill Hay, Local Sales Mgr.
L. E. Shoverman, Asst. Sales Mgr.
Howard Longene, Chief Engineer.

M. W. Rife, Chief Field Engineer.
R. S. Donages, Maintenance Mgr.
Al Williamson, Publicity Mgr.

CBS

Wright Bldg.
Whitehall 8000
(Station WBBM)

K. Leslie Atlas, Vice-Pres. in Charge.
J. J. King, Asst. to Vice-Pres.
Leonard Brison, Western Sales Mgr.
J. Kelly Smith, WBBM Sales Mgr.
Rob Stephenson, WBBM Asst. Sales Mgr.
Richard Ripers, Sales Research Dir.
Walter Preston, Program Director.
Delos Owen, Program Operations Mgr.
Holland Rogers, Chief Engineer.

Howard Neumiller, Music Dir.
Henry Klein, Continuity Editor.
Frank Finkler, Chief Engineer.
Bob Kaufman, Publicity Mgr.
Edna Marline Harvey, Educational Dir.
Arthur Wilson, Community Concert Mgr.
McClure Bellows, Columbia Concert Mgr.

KYW

Strauss Bldg.
Wabash 4040
Homer Hogan, Gen. Mgr.
Harter Whentley, Production Mgr.
Harold E. Bean, Asst. Production Mgr.
Rex Maunin, Musical Director.
H. B. Randall, Chief Engineer.
Ulmer Turner, Publicity Dir.

WCFL

Furniture Mart
Delaware 9000
John Fitzpatrick, President.
Edward N. Nockles, Gen. Mgr.
Franklin Lundquist, Bus. Mgr.
Maurice Lynch, Asst. Mgr.
Howard Keegan, Production Dir.
Eddie Hanson, Musical Dir.
Howard Keegan, Chief Announcer.
Maynard Marquardt, Chief Engineer.

WJJD

Lake and Wells Sts.
State 5446
Ralph L. Atlas, Gen. Mgr.
Arthur M. Linnick, Gen. Mgr.
Herbert Sherman, Sales Mgr.
Joe Allabough, Program Mgr.

WLS

1230 W. Washington
Haymarket 7500
Burrage Butler, President.
Glenn Smith, Chief Engineer.
George Bigner, Program Mgr.
Walter M. Davidson, Asst. Mgr.
Tom Rowe, Chief Engineer.
Clementine Legg, Artists Mgr.
Hal O'Halloran, Chief Announcer.
Julian Benton, Publicity Dir.

WGN

Drake Hotel
Superior 0100
W. E. Macfarlane, Gen. Mgr.
Quin Ryan, Station Mgr.
George Isaac, Commercial Mgr.
Edward Barry, Production Mgr.
Carl Myers, Chief Engineer.
Frank Schreiber, Publicity Dir.

WGES

128 N. Crawford
Van Buren 8300
Gens. Dryer, Station Mgr.
Charles Leuniger, Production Mgr.
Joseph Brubaker, Chief Engineer.
John Van, Musical Director.
Don Crooner, Chief Announcer.

WI

201 North Wells
State 5486
Ralph Atlas, President.
W. A. Richards, Program Director.
Edward Barry, Production Mgr.
T. McMurray, Chief Engineer.
Art Jones, Chief Announcer.

San Francisco

(Stations KGO-KPO-KYA)

Western Division
111 Sutter St.
Sutter 1920

Don E. Gilman, V.-P. and Western Div. Mgr.
L. McCarthy, Asst. Div. Mgr.
Law Frost, Prog. Dir.
H. A. Anderson, Asst. Mgr.

A. H. Saxton, Mgr. of Plant Operations and Engineering.
Lloyd E. Yoder, Press Dir.
N. J. Maxwell, Office Mgr.

William Anderson, Chief Announcer.
Cecil Underwood, Prod. Mgr.
Roy Frothingham, Sales Promotion Mgr.
Heredith Wilkes, Musical Dir.

KYA

988 Market St.
Prospect 3484
Edward McCullum, Station Mgr.
Lynn Church, Prog. Dir.
Harry Bechtel, Chief Announcer.

KFRC

(Don Lee Columbia outlet)
1000 Van Ness Ave.
Prospect 0100

Fred Pabst, Don Lee Gen. Mgr.
Harrison Holliwell, Station Mgr.
William Wright, Asst. Mgr.
Arthur Kemp, Sales Mgr.
Al Comack, Chief Engineer.
Claude Sweeten, Musical Dir.

KJBS

runton & Sons, owners
1280 Bush St.
Ordway 4148

Ralph Brunton, Prog. Dir.
Ralph Smith, Prog. Dir.

KTAB

115 O'Farrell St.
Garfield 4700

M. E. Roberts, Mgr.
Frank X. Galvin, Prog. Dir.

Los Angeles

KHJ

(Columbia-Don Lee Broadcasting System)
1078 Tenth St.
Yandkeye 7111

Don Lee, President.
C. Ellsworth, Gen. Mgr.
Raymond Paige, Musical and Program Mgr.

Paul Rickenbacher, Production Mgr.
Kenneth Niles, Asst. Prod. Mgr.
Herbert Whitworth, Traffic Mgr.
Arthur J. Kemp, Asst. Adv. Mgr. (KHJ)

David Heenan, Asst. Traffic Mgr.
Thomas Lee Artist Bureau, Ted Braun, mtr.

KFI and KECA

(NBC outlets)
Earle C. Anthony, Inc.
1000 So. Hope Street
Richmond 4111

Earle C. Anthony, President.
Arthur Kates, V.-P. and Gen.
Glen Dolberg, Program Dir.

KFWB

Warner Bros. Theatre Corp.
Warner Theatre Bldg.
Hollywood 9318

Gerald King, Gen. Mgr.
Chester Mitterdorf, Commercial Mgr.
Jack Joy, Program Dir.
Johnnie Murray, Chief Vaude Program Mgr.

Kay Van Riper, Charge Dramatic Progs.
Lee Hewitt, Chief Engineer.
Frank Murphy, Supervising Engineer.
George Fischer, Publicity.

KNX

Western Broadcasting Co.
Otto K. Olson Studios, Hollywood
Hennepine 401

Guy C. Fland, Jr., President.
Naylor Rogers, V.-P. and Gen. Mgr.
Carl B. Nissen, Commercial Mgr.
Kenneth C. O'Brien, Technical Supervisor.
Wilbur Hallist, Musical Dir.
Leo Mawhinney, publicity.

New York Ad Agencies

(Executives in Charge of Radi
Advertising Programs)
N. W. Ayer & Son,
500 Fifth Ave., N. Y.
Douglas Coulter.

Batten, Barton, Durstine & Osborn, Inc.
383 Madison Ave., N. Y. C.
Arthur Pryor, Jr.
Herbert Sanford

Benton & Bowles, Inc.
444 Madison Ave., N. Y. C.
E. M. Ruffner.

Blow Co., Inc.
621 Fifth Ave., N. Y. C.
Milton Blow.

Jackett-Sample-Hummert, Inc.
230 Park Ave., N. Y. C.
Frank Hummert.

George Tormey.
Blackman Co.
182 E. 42d St., N. Y.
Carlo De Angelis.

Campbell-Ewald Co.
Gen. Motors Bldg., N. Y. C.
C. Halesford Cotington.

Cecil, Warwick & Cecil, Inc.
230 Park Ave., N. Y.
H. McKee.

The Paul Cornell Co.
580 Fifth Ave., N. Y. C.
S. Caskin.

Samuel C. root Co.
28 W. 44th St., N. Y. C.
Arthur Anderson.

Erwin, Wassey & Co., Inc.
420 Lexington Ave., N. Y. C.
Charles Gannon.

William Esty & Co.
100 E. 42d St., N. Y.
William Esty.

Edward Byron.
Federal Adv. Agency
44 Madison Ave., N. Y.
Mann Hollner.

Fletcher & Eli
331 Madison Ave.
Lawrence Holcomb.

Gardner Advertising Co.
330 W. 42d St., N. Y. C.
R. Martin.

Gotham Co.
250 Park Ave., N. Y.
A. A. Kron.

Hanf-Metzger, Inc.
745 Fifth Ave.
Louis A. Witten.

Joseph Katz Co.
247 Park Ave., N. Y.
Adela Landau.

Lambert & Feasley,
400 Madison Ave., N. Y.
Martin Horrell.

Lenner & Mitchell, Inc.
17 E. 45th St., N. Y. C.
Arthur Bergh.

Ray Virden.
Robert W. Orr.
H. E. Leas Advertising Agency

420 Lexington Ave.
John S. Martin.
Lord & Thomas

247 Park Ave., N. Y.
Montague Hackett.
McCann-Erickson, Inc.

285 Madison Ave., N. Y. C.
Dorothy Barstow.
Newell-Emmett, Inc.

40 E. 44th St., N. Y. C.
Richard Strobel.
Paris & Pearl

370 Lexington Ave., N. Y. C.
E. J. Cogan.
Peck Adv. Agency

271 Madison Ave., N. Y. C.
Arthur Sinsheimer.
Fedar & Ryan, Inc.

250 Park Ave., N. Y. C.
David F. Crozier.
Edward Longstreth.

Frank Presbury Co.
247 Park Ave., N. Y. C.
Fulton Dent.

Ruthrauff & Ryan, Inc.
Chrysler Bldg., N. Y.
Myron P. Kirk.

P. B. Ryan, Jr.
J. Walter Thompson Co.
420 Lexington Ave., N. Y. C.

John U. Reber.
Robert Colwell.
Young & Rubicam

285 Madison Ave., N. Y. C.
Hubbell Robinson.
W. R. Stuhler.

KMPC
(Beverly Hills)
MacMillan Petroleum Corp.
951 Wilshire Blvd.
Crescent 4100

Hugh McGrath, Jr., Gen. Mgr.
Jerry Torgler, publicity.
Baron Von Selk, production manager.

KMTR
K T Radio Corp.
915 No. Purnell, Hollywood
Hillside 1151

Read E. Calisher, President.
David Ballou, general manager.
Salvatore Santolucito, Musical Dir.

KGFJ
1417 So. Figueroa Street
Prospect 778
Ben S. McGlashan, owner.
Duke Hancock, Mgr.

KRKD

Firebird Broadcasting Co.
611 South Spring Street
Madison 1170

Frank Doherty, President.
Y. Craig, Studio manager.
Del Lyon, Sales Mgr.

KTM

icwick broadcasting Co.
214 So. Vermont
Exposition 1341

Charles Wron, Pres.
George Martinson, Manager.

KFCF-KFVD

Los Angeles Broadcasting Co.
645 Mariposa Ave.
Itzroy 1231

E. L. Cord, President.
George Maskova, commercial manager.
Calvin Smith, studio manager.

Barton Bennett, program director.
Lawrence Haines, Jr., musical director.
Tom Gibson, charge dramatics.

Radio Reports

(Continued from page 36)

this trio—two of them women, now scenario heads.

Miss Hughes did mention Irving Thalber, Ned Depinet and Jack Cohen as men who advanced to positions of leadership with other concerns after they had Universal training. Here she tossed a bouquet to the boss, Carl Laemmle, as a developer of operating talent. Unintentionally Miss Hughes may have given the impression that Universal is a feeder of talent to the 'majors.'

Stressing the fact that 'willingness to work hard and ambition to develop one's talents were the chief requisites for success in the business end, Miss Hughes detailed the outside schooling which many of the 400 in Universal's New York office are taking.

There was nothing flashy about her talk, either the picture drawn or the language used, but it undoubtedly convinced listeners that there is a substantial side to the film business. As such, it was effective propaganda. Other behind-the-scenes chats by women executives are to follow.

Miss Hughes spoke in a conversational tone. *Jaco.*

MALCOLM LA PRADE
Talent Talks
COMMERCIAL
15 Mins.

WGYY, Schenectady
La Prade takes the Sunday afternoon audience on NBC's red network on a 15-minute aerial Cook's Tour. Lew White, organizer, furnishes the background music.

This program is far less pretentious than the one which, if memory serves well, the same sponsor presented several years ago. La Prade's talks are somewhat similar to a copy which writers turn out for travel folders and advertisements. Although smoothly done, they lack the intimate glimpses of foreign lands and the odd bits of personal experience which travel lecturers use to make an audience 'see' the spot described.

La Prade's word pictures sometimes seem to have been drawn by someone else, if they do not make the listener feel that he is sketching from first-hand knowledge. His voice is clear and his accent rather cultured.

White's incidental music paints in the background skillfully.

This is hardly an outstanding travel program, but it probably stimulates interest sufficiently to bring letters of inquiry—and that is what the sponsor seeks. *Jaco.*

'HOWDY JUDGE'
With George D. Hay, Zeke Clement, Vagabonds, Fredi Russell, Francis Crai

30 Mins.
Sustaining
WMM, Nashville

This new program takes the closing spot on Sunday nights. Disadvantage to this is that everybody is ready to go to bed at 10:30 after spending a hard day's work resting. But the show stays up on the air to young folks who must get to particular kick out of this bill, however good it is. I just isn't their type. The 'Solomon Old Judge' presides over a court in a mythical village of Slipup, Tenn. There is hick humor of a pretty high grade which is something for Dixie stations to improve on. There were half a dozen or more good belly laughs Sunday night.

Judge sentences members of the cast to do musical features consisting of orchestral and vocal solos as well as piano solos.

The off side remarks of people in the court are especially good, which indicates that the guy who wrote the continuity is classed. Incidentally, George D. Hay, who is the judge, has written a book of counter philosophy under the name 'The Skill.'

Those who in cast includes Zeke Clement, the Vagabonds, Fredi Russell and Francis Craig Orchestra.

RADIO CHATTER

New York

Billy Rose, WGY announcer-singer, once did the vocals, under the name of "Billy Rose," with Herb Gordon's orchestra.

Bradley Kincaid, WGY mountain ballad singer, who does not like to be called a "hill billy," is using his five-year-old twin daughters in a vocal on Saturday morning broadcasts over NBC.

Johnny Johnson's and Paul Tremaine's orchestras, are now doing a thrice-weekly afternoon commercial over WGY and are also making personal appearances.

Eugene O'Hare, one-time stock actor, and Irma Lenhke, who teams with him on the "Mr. & Mrs." commercial over WGY, have begun a new weekly feature, "Headline Highlights," dramatizing news events. Microphoned at 7:30 on Friday night.

New York Times has adopted a new method for listing radio programs. Instead of placing the radio broadcasts over each metropolitan station in a box, with the transmitter having the lowest kilocycle at the top, the programs are now grouped and listed in alphabetical order. New arrangement makes program identification easier for readers.

Encouraged by the success of the State Health Department with the "Health Hunter" sketches, over WGY, the State Welfare Department will produce a series of sketches, probably via the same outlet, to acquaint the listening public with its activities and its services. A CWA worker, Mrs. M. J. Harris, has written on social welfare matters for newspapers and magazines, is now authoring a series of 10 or 12 sketches.

Rudy Vallee was bylined in the Albany Sunday Knickerbocker Press radio column of Mary O'Neill while she and her new hubby, Warren H. Wood, were doing Broadway.

"Laughing at the World," a thrice weekly commercial on WOKO, Albany, has just passed its 30th broadcast. Sheddin Weir, studio manager, and Miss Harriet Champagne have carried on for more than two years. Weir authors the continuity.

Arthur Lane warbling as stage feature at Paramount and Royal, Albany, has been named.

Rialto, Glens Falls, staged a radio talent show from WGLC, comprising Bill Mayotte's orch., Fred Basinet, and Jimmy Lee.

Walter Huston set by Curtis & Allen for the "Hall of Fame" program on June 3.

A series of electrical transcriptions featuring Harold Levy's orchestra and Jay Velle and Marion Starr, vocalists, are now being placed on WGY's turntable one morning weekly. Sponsor is the WGY Independent Food Stores (no connection with station).

Happy Jack Turner, from Chicago calling on a couple of commercial prospects.

Ennis Harris back with Erwin Wasey on publicity.

Tom Lickenhill, of J. Walter Thompson's radio department, has settled down in New Orleans for a while. Putting on the Guy Lombardo portion of the White Owl show from there.

Sherman Rogers, formerly with Fortig agency, now in business for himself. It's the Rogers-Hattersley Co.

Rod Arkell back from Florida and again doing a series on WOR. This one tagged "Strikingly Strange."

Eddie Miller lending his baritone to the El-st-dol show on CBS Sundays.

Cecil, Warwick & Cecil and the Carroll-White agency both questing for a show to go under the Non-Spl banner.

Nick Lucas goes three times a week on CBS starting May 6.

Jack Lavin drove Paul Whitehead in a new white Cadillac from Detroit.

Freddy Martin's deal on the Elizabeth Arden stanza is for six weeks.

Harry Richman's contract has been extended by Continental Oil to 40 weeks.

Irving Berlin relieves George M. Cohan on Guy Redding's NBC Sunday night session May 13 for a minimum of eight weeks.

Trio billed as the "Fur Trappers" on WEAP used to call themselves the "Leaders."

New England

Rocky Clark, radio ed of Bridgeport Times-Star, who stopped his daily WICC news-flashing when the new press-radio agreement went into effect, back this week as commentator in broadcasts for city's community chest introducing National Youth Week beginning next Monday.

Rabe Miller, formerly Barney

Rapp's songstress, holding over into fourth week at Met, Boston.

Mountain Melodiers, done with 150-broadcast commercial for Crazy Crystals, vacationing before return to WICC, Bridgeport.

WICC, Bridgeport, time switches: Adeline Manz singing 6:15 p.m., Wednesdays; Edith Josephson, 7 p.m., Fridays; and Eddie Krulikowski's Polish rhythms, 7:30, Fridays.

Al Eldridge of Stamford doing vocal with Elliot Stenhardt's Tea Timers at WICC, Bridgeport.

Seneca J. Davis of Pennsylvania WICC-ing from New Haven studios for Moose child welfare drive next Saturday.

Arthur Mason Jewish Players, put on "Wheel of Life" at WICC, Bridgeport.

Stations WBZ and WBZA, Boston, announcing a gain of over 40% in billings for the first quarter of 1934 as over the same period a year ago.

Frank Weston is operating his own radio business in Providence, R. I. Specializing in radio advertising.

Remember that WHDH is losing its Federal web affiliation. Mather, owner of the station, had nothing to say on the matter.

While in Boston last week with Yankees, Babe Ruth did his weekly radio show from the WBZ studios.

After his Friday broadcast the Babe received members of the sports and radio press and guests of the client and NBC.

James Roosevelt, the President's eldest son, returned to the air last week to resume his weekly series over the Yankee web. Had been boating and fishing with his dad. Talked about the trip on his return broadcast.

WEEI, Boston, will feed the NBC red web the speech by Alfred P. Sloan, president of General Motors, before the Chamber of Commerce on Thursday, April 26. Subject will be "Industry's Problems."

Frank Black, Jr., former ad manager for Boston department store, now with Chambers & Wiswell agency.

"Buster" Lloyd Horton, WEEI's page boy, is doubling as the boy preacher in Paul Green's negro play "Potters Field," which opened Monday at the Plymouth Theatre. Reviewers in all the Boston dailies praised "Buster's" performance.

Cardinal O'Connell made one of his infrequent mike appearances over the Yankee net on Patriots Day.

Donald Glynn, WCAX, Burlington, Vt., tenor, and his accompanist, Mary Smith, are soon to wed.

WDEV, Waterbury, was the first Vermont station to ever broadcast a major league baseball game. Station broadcast opening game between Boston Red Sox and Braves.

Clair T. Leonard, professor of radio at the University of Vermont, is broadcasting a series of piano recitals over WCAX, Burlington, and WDEV, Waterbury, Vt.

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Rabe Miller, formerly Barney

NEW 'HOLLYWOOD'

NBC Coast Sustainer Goes Out On 45-Min. Basis May 6

Hollywood, April 23. Hollywood on the Air goes into a complete new type of program starting May 6. NBC sustainer is switched from Mondays and will be aired for 45 minutes instead of 30.

Now handled by Eddy Eckels, effort will be made to pump more of the Hollywood flavor into the broadcast. New series will be staged ostensibly at Hollywood parties, with picture hosts acting as masters of ceremonies for the affairs.

Various film names and entertainers will be picked up by the mike in pretended ad lib style. Program also blossoms out with a new signature number by Max Steiner on the starting of the new series. Jan Rubin's orchestra will back-ground at the parties.

KSTP's Four Beer Acc'ts.

St. Paul, April 23. Although KSTP (St. Paul-Minneapolis) refuses hard liquor biz, there's no shortage of beer accounts on this station. Gluek's, Minneapolis Brewing, Yeorg's and Hamm's are all on the air.

Gluek's have a script show, "Sham and Rock" (dramatized episodes in the lives of a couple of Irish cops) aired Monday, Wednesday and Friday evenings.

Minneapolis Brewing company ballyhoo's its blurb fluid through KSTP's complete daytime and late evening time-signal service.

Hamm's (headed by the same William Hamm, Jr., who was nicked for a hundred grand by the match racketeers) have an announcement service.

Yeorg's have daily five-minute spots at 10:30 p.m., using short plugs fore and aft of a recorded "Hit of the Day." Songs are selected from VASA's weekly list of best musical sellers on the air.

All these foam concerns were in biz before prohibition and are operating from the same old stands. Hamm's understood to be cutting on printed ads and heading strong toward radio, starting with discs featuring Eddie Dunstetter's band, with various piano work by Eddie himself.

CFBO Now CHSJ

St. John, N. B., April 23. CHSJ, are the new call letters of CFBO. Station was acquired recently by the New Brunswick Broadcasting Company, from C. A. Munro, the founder.

New Brunswick Broadcasting Company is allied with the New Brunswick Telephone Company, New Brunswick Power Company and New Brunswick Publishing Company.

This station is now coupled with the telephone, street railway electric light and power, gas, and daily newspaper monopoly of St. John.

MORE KNX HISTORICALS

Hollywood, April 23. KNX will combine mystery and history in a new series to go over that station, and also to be disc'd. Series, written by Charles Whitaker will be dubbed "Historical Mysteries," and will have Hollywood film and radio talent in the casts.

Station has lined up 20 15-minute individual dramas in the group. First is "Was Queen Elizabeth a Woman or Man?" Scripts are currently in England for okaying by the authorities on phases touching English history.

WSMB 9 YRS. OLD

New Orleans, April 23. WSMB, local NBC station, celebrated its ninth anniversary Saturday evening (21), with stars, near-stars, exes, and many of the radio gang, in attendance. Good likker, good food and good program for the capacity throngs that paid homage.

Manager Harold Wheelahan, with the broadcaster since its inception, was the smiling host.

KFWB 'CLINIC' FOLDS

Hollywood, April 23. "Laff Clinic," weekly vaude show on KFWB for the past eight months, commercialized by Economy Gas, is off the station after Thursday (26). Program was formerly broadcast from KHJ.

Politically Hefty News Bureau Asks France to Stop Air Gossip

Labor-Saving

With his arm reposing idling, John U. Reber, radio department head of the J. Walter Thompson agency, last week anticipated the gauntlet of questioners by passing around printed cards which read: "Infection of the tendon sheath. Thank you for asking."

Frisco Community Spot Has 3 Radio Commercials

San Francisco, April 23. Del Monte food products moves Capt. Dobbie and his Del Monte Ship of Joy from NBC studios to the Community Playhouse for tonight's broadcast (23), and henceforth transcontinental commercial will emanate from there. Makes the third radio show for the 44-seat auditorium network's cross-country Carfare Carnival and Standard Oil Symphony also originating there.

Visitors are invitational only for all broadcasts, but have been filling the house at all shows, with many turnaways.

MTB coffee has been ogling the Playhouse, too, for its Monday night Demi Tasse Revue, but currently is confining itself to the Hotel St. Francis dining room, where Gus Arnheim does the show. Since Monday is Arnheim's night off on the dance job, no sub band is required under union rules.

HERE AND THERE

Dick Morens added to the sales staff of WJJD, Chicago.

Biggie Levin expected back at Chicago talent agency next week after a six weeks' vacash.

Ruthrauff & Ryan Chicago offices back to normalcy after a period of feverish carpentering and expansion.

Frank Schreiber of WGN, Chicago Trib, crashed a rival rag when his dog got photographed for the American.

Allan Rogers, singer at KNX and KHJ, warbling in Metro's "Merry Widow".

Joe DuMont, production manager of WMT, Waterloo, Iowa, in Chicago, April 16, making transcriptions at the RCA laboratories.

Eleanor Thatcher, formerly of KFI and KRLA, Los Angeles, now commercial for Dinol over KOMA, Oklahoma City.

KWCR, Cedar Rapids, Iowa, ether outlet of the Des Moines (Ia.) Register-Tribune. Power doubled, and now on 1430 kilocycles and with a radius in excess of 50 miles, making it more than a local outlet.

On the air now 17 hours daily.

Tom Baker joins the Chicago CBS artists galaxy.

Fred Weber ducked out of Chicago on another station relations get-together.

Leonard Cox of Hanft-Metzger, Chicago, writing and acting in the Grenadiers show.

A. T. Sears retaining a substantial interest in the Ripley show at the World's Fair.

Hal Raynor writing the "Willie the Moth" scripts for McJunkin agency, Chicago.

John Ashenhurst so busy with Ed Peiry he's neglecting his novel-writing ambitions.

Bert Squires of WGAR in Chicago for an o. o. and mistakenly claiming NBC Blue shows as local showmanship.

Austin Peterson added to staff of Don Lee's KFRC, San Francisco, as continuity writer. He succeeds, in part, Jennison Parker, continuity editor of KFRC, who drops out to remain on the Shell Oil show, which shifts to NBC.

Paris, April 13.

Radio-newspaper war has opened in France. Havas agency, biggest and most powerful press service in Europe, has notified Ministry of Communications that it would prefer not to develop any further in this country.

Ministry is much bothered and had promised to look into the matter. Because of Havas' power and its close connection with the Government, its kick is likely to take, especially as regards government stations.

Squawk is somewhat of a surprise, because news broadcasts here are so primitive that nobody figured there could be any objection to them. Stations simply pick up specks of news from the evening papers and broadcast them during dinner hour, or else give short news bulletins selected by the agencies themselves from their stalesst stuff.

Nevertheless, it appears that certain back newspapers are cutting down their subscriptions to news services and putting a stenographer in front of a loud speaker to replace them. Thus the services see competition coming.

Hearst Orders Space of Radio Depts. Increased

San Francisco, April 23. Orders have come direct from San Simeon for radio editors of the two Hearst dailies, Call-Bulletin and Examiner, to expand their radio sections.

Call-Bulletin has been held down to two columns and some days that have been skeletonized to the time schedule, with Bob Hall's column waste-basketed. Oscar Fernbach's column on the Examiner has been held down by slough ads and press yarns from the adjoining drama page.

Hearst owns KYA here, affiliating it with the Examiner, while his Call-Bulletin has a tie-in with NBC's KFO.

WGN Sells Appleberry

Chicago, April 23. Rube Appleberry show, which has been on WGN for about a year as a sustaining program, takes unto itself a sponsor, the Bon Ton Beverage Company. Starts today for a daily ride on the comedy spots serial on a 13-week initial section.

Account placed through the Heath-Seehoff agency locally.

JACK HASTY BUSY

San Francisco, April 23. Shifting of authors in Bank of America's serial "Leaders of Tomorrow" on KFRC and the Don Lee chain has Jack Hasty assuming the relieving job vice William Robson.

Later bowed out to return to Los Angeles where he has several other air show writing jobs. Hasty, associated with the MacGregor-Sollie recording labs here, has penned Ed and Zeb, the Kolb and Dill and other radio shows and is working with Lucy Ducky, KFRC drama director, in turning out this one.

Claude Morris Quits KDKA

Pittsburgh, April 23. Claude Morris, for more than a year program manager at KDKA, has resigned to go to New York where he expects to go into radio amateur work. His resignation becomes effective May 1 and no successor has yet been named.

Morris has been with KDKA since 1923, first as an announcer, later as an actor and finally as program manager. He organized the KDKA-Playboys, one of the most successful of the local broadcasting theatre groups.

Trent Meredith in S. F.

San Francisco, April 23. Trent Meredith is up from Los Angeles beginning his new connection in the new created post of orchestra manager for the Thomas Lee artists bureau connected with the Don Lee network.

Meredith will headquarter between KFRC and KILJ, handling band bookings. He was formerly with MCA in Los Angeles.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS:

JUNKMAN PROGRAM, STATION WOKO, ALBANY

Ind. of Sponsor

Junk is on the air! WOKO has just inaugurated what Harold E. Smith, gen. mgr., thinks is perhaps the strangest and most unique program ever broadcast by any station. It is a sketch sponsored by the Albany Waste Dealers' association. Householders are exhorted to save, collect and sell old papers, books, metal, rags and magazines. The junk men also offer to go to a house, clean up the attic and pay cash for the salvaged articles.

Sketches point out how easy it is for housewives to do their Spring cleaning and get rid of unwanted things by summoning any member of the Waste Association.

Cracker-Eating Contest

Portland, Ore. Cracker-eating contests are not new, but the one currently being staged over KOIN by the American Cracker Company is novel. Every afternoon at either 4:40 or 4:45 o'clock an adventure serial is interrupted by a broadcast under the caption 'Captain Cracker and His Crummy Crew.'

Adventures are wild and surprising, with pirates and cannibals in the leading roles—the kind of story dear to the heart of the average boy. Children are being invited to compete in cracker-eating contests at their local grocer's during the week ending Saturday, April 21. Winners receive a box of biscuit confections and compete at their local theatre for a pair of roller skates.

Then the theatre winners go to KOIN at 4:30 on Saturday afternoon for a contest over the air for a do-luxe balloon-tire bicycle worth \$75. The contestants have to eat four crackers and whistle, the first one able to whistle being winner. Eight theatres are co-operating—the Granada, Venetian, Kenton, Walnut Park, Aladdin, Moreland, Bob White and Alberta.

Tickling Local Pride

Charlotte, N. C. Small in itself but effective as stirring up local pride and agitating the Chamber of Commerce into a boosterism frame of mind is the simple trick of reversing the usual procedure and mentioning the city first, the call letters second. Thus 'This is Charlotte—WBT' the announcement now used by the Columbia station here, has won that station considerable attention. In actively seeking local good-will this gesture, which costs nothing and is meaningless to the station itself, is capable of creating lots of talk. It is susceptible to adoption in many towns.

Petry House Organ

New York. Edward Petry has launched a four-page 10x13 house organ devoted, naturally enough, to spot broadcasting and entitled, quite appropriately, 'Spotlight.' It is destined to hob up about once every six weeks, according to H. E. Ringgold of the Manhattan Petry office, who will be editor.

Leading article of issue number one reports the 50,000 interviews of WTMJ, Milwaukee, as a survey which discredits and challenges the Crowsley Reports for that area. Another article optimistically contemplates the summer of 1934. Members of the Petry organization are

briefly under photographs. 'Spotlight' bespeaks on the part of the Petryites a realization of spot broadcasting's ever-present need to consolidate the gains made and to win new good-will. Petry is exclusive representative for 31 leading stations.

WKCY—reynold, Tie-Up

Cincinnati. 'Miss Radio of 1934' is the title conferred by WKCY on Christine Fryman, 19, winner of its beauty contest, which was conducted for three nights on the stage of Liberty theatre, Covington, Ky., owned by L. B. Wilson, prez of the station. Winner, a native of Latonia, Ky., gets transportation for herself and a companion to and from Miami, Fla., with all expenses for the duo for a week at the Miami Biltmore, plus \$100 spending money. She's taking ma along. It was her first big job. She's taking ma along. It was her first big job. She's taking ma along. It was her first big job.

Event drew field of 50. Initial showing had dames in street dress or gowns. Second flash was in bathing suits. Final, with eight in line, allowed 'em to dress as they pleased. Christine wore full trap-pings and triumphed over gal in water attire. Audience applause was also considered by judges.

Stunt was tieup with hotel and Greyhound bus line.

Day Program

Lincoln. KFAB here is carrying the complete Arbor Day program, sponsored by the American Legion, with Secretary Henry Wallace the speaker. Program is an all-day affair to-day and part of the Legion's 'Plant a tree for every stump' campaign. The broadcast and celebration originates at the home of J. Sterling Morton, in Nebraska City, overlooking the Missouri river.

School Bands C. test

Boston. Conrad & Company, women's specialty shop of Boston, is repeating a radio program over WNAAC this spring that was highly successful a year ago.

Idea is a competition among high school and junior high school orchestras of metropolitan Boston, with a cup presented by the store as the prize. Two orchestras are heard in each half-hour broadcast, given once a week from the Copley Plaza ballroom. Eighteen orchestras compete, from which two are selected to appear in the finals on the tenth broadcast.

Dangerous Initiative

St. Paul. Phil ranson, KSTP production manager, fell smack into a nest of news when he breezed over to Minneapolis one day and found a crowd of 5,000 rioters milling around the city hall. Phil, who does KSTP's football announcing in his spare moments and likes his crowds, thought it would be a grand idea to use the KSTP mike which is in Mayor Bainbridge's office and crawl out on the ledge with it to pick up a few crowd noises for a new spot.

Thing almost wound up too funny; when the crowd found that its committee of 23 had been plucked in toto, they swarmed and stormed.

Cops cracked down hard on several heads, tossed tear-jerking bombs until the thing resembled a Nazi picnic. Phil was lucky to escape with a whole skin, scream-

bling back off the ledge and into his owner's office just as brickbats started to fly.

Fan Mail on Display

Burlington, Vt. Fan mail received in connection with the Voice of Winslow program on WACX is being used for a window display by the sponsors, Aunt Almira's Products Co. The sponsor rented a display window in the business section and piled the fan mail into the center.

Remainder of the window was given over to samples of company's products and cards calling attention to the time of the broadcasts.

Crook's Arsenal

Portland, Ore. 'Homicide Squad—Police-drama-thriller, produced each Friday night for half-hour over KEX—the Oregonian—has built up following in Portland territory. Seeing that local gentry go for 'crook rough-stuff' in big way.

Tie-up promoted this week by display of caps, rods, gimmies, rogue's gallery photos, and etc. in local department store display window. Exhibit has been attracting much attention from passerby, which reacts favorably to tie in sponsor's hook-up.

Indefatigable Driver

Charlotte, N. C. Stunts formerly common in vaudeville are springing up in radio circles. One of them is exemplified by Zonmar, who drove an automobile through city traffic while blindfolded, with the aid of the customary gimmicks. Attracted quite a lot of attention.

Fishing Conditions

Portland, Ore. Honeyman Hardware Co., which last year sponsored a regular evening broadcast of fishing news throughout the entire season, are back on the air over KOIN with a similar program. This year they are giving five minutes, giving news of conditions on the better known streams, lakes and districts, and inviting listeners to visit the bulletin board in their sporting goods department for additional and more detailed information.

College Programs

Waterloo, Iowa. Regular programs by three Iowa colleges are now being carried by WMT in Waterloo, Iowa. The schools are Cornell college at Mt. Vernon, Upper Iowa university at Fayette, and Coe college at Cedar Rapids.

Cornell is heard every other Tuesday night; Upper Iowa, the third Tuesday night in each month; and Coe, the first Saturday night in each month.

A variety of entertainment is included in these programs. Both students and faculty take part in musical, dramatic and speaking presentations.

Correct Time Service

Albany. A Troy department store sponsors an hour's commercial daily, except Sunday, over WOKO, Albany, in which the correct time is announced at five-minute intervals at a time when people are breakfasting. It's on from 8 to 9 a. m. and is entitled 'The Musical Clock.' Only the newest recordings are used, with the music interrupted to give the correct time and brief commercial plugs. Lole Sommers is the 'Voice of the Clock.'

Odd Sponsor Twist

Akron. An innovation in radio programs hereabouts has been started by WADC. Bob Wilson of the station's announcing staff reading the funnies every Sunday noon. Akron Times-Press is co-operating with the station and gets weekly plug for the

Hardships of Trouping

Incredible Series of Mishaps Besets NBC Quartet on Tour

Joe Cook's Series

Joe Cook will do four more on Colgate's Saturday night show over NBC. He made his bow on the program last weekend (21). Dentifrice wanted to make it 13 weeks but Cook couldn't accept because of a previous assignment from Fox Films which necessitates his being on the Coast by June 1.

'Cal. Melodies' on Sun.

Los Angeles, April 23. Starting April 23, 'California Melodies,' KJH sustainer over CBS national network, will go Sundays 4:30 to 5 p. m., PST, instead of Tuesdays.

Advent of daylight saving time in the east causes the change.

PLUTO FLUG CAMPAIGN

Chicago, April 23. Pluto shortly expands its announcement campaign to some 60-65 stations throughout the nation. Is now taking some tests on announcements on some three-ace transmitters through the Kastor agency here.

stunt. Bob peels off the comic sections and unfolds a land of make-believe for the city's younger sets. Proving a novelty, and station has recruited thousands of juvenile listeners each Sunday, sponsored by an oil company, and between the funnies the kiddies are convinced that a certain kind of oil is the best on the market and that it would be foolish, indeed, not to talk their parents into buying it.

Meet the Neighbors

Winston-Salem, N. C. R. J. Reynolds Co. may bring its Camel cast down to Winston-Salem, N. C., May 22, both to broadcast the program and appear at an affair that night at the local country club. With the Casa Loma band slated to play a dance date in a nearby town anyway, it occurred to the tobacco company's execs that they could take advantage of the situation to do a little pointing with pride for the benefit of their fellow townsmen.

Arrangement would necessitate Stoopnagle and Budd and Connie Boswell making the jaunt direct from New York.

Fashion Tie-Ups

New York. CBS' exploitation department last week sent out a circular to Columbia-operated and affiliated stations suggesting how they can tie up locally with fashion throwaways put out for department stores. Enclosed with the letter was a 'Celebrity Fashions' folder carrying the imprint of the Arnold, Constable, New York, store. Thing runs eight pages with the entire issue devoted to modeling poses by Gertrude Niesen, CBS warbler, now connected with the Rex Lax program.

Letter points out that all business negotiations on the publication of the throwaway itself should be left to the store and the publisher. Through one of these department store tieups, the CBS execs suggest, the station might be able to revive a dead account if not pave the way for bringing in a new one.

San Francisco, April 23.

An all time record of overcoming obstacles to a scheduled performance was hung up over the weekend by the Crosscutters, colored male quartet doing personal appearances with Dr. Laurence Cross, minister, and NBC sustainer.

Dr. Cross and the quartet were scheduled for an evening's appearance in the auditorium at Placerville, several hundred miles up the country. Dr. Cross went on ahead in his special car, equipped for traveling, sleeping and working. The foursome followed with a truck and trailer, latter carrying scenery.

At Vallejo they crashed into a car and wrecked the truck. They tried to rent another but were unsuccessful so finally bought a vehicle of sorts for \$41, and continued on their way.

At Sacramento they smashed into a curbing and busted the two front wheels, putting the truck out of commission. Unable to get another car, they phoned Dr. Cross at Placerville, where the latter was already facing his audience but without entertainment.

Dr. Cross rented a truck and dispatched it to the waiting quartet, but shortly after the party had started on the road again one of the front wheels of this one was smashed. The group finally found a car with a driver but the fates were no kinder and the two front wheels of the chauffeur-driven hack were busted.

The quartet then divided up along the highway to thumb their way into Placerville. Two got in one car and finally landed in town. But the remaining two, who finally flagged a ride, were delayed another half hour when a car smashed into their trailer, and wrecked part of the scenery.

Meanwhile Dr. Cross was ad libbing and perspiring. He brought out all the Southern philosophy at his command, talked on every subject he could think of, read the newspapers and at 10 minute intervals asked his customers if they wanted refunds. Two femme members of the audience got up and sang songs until the quartet finally arrived and the entertainment went on.

FRIECO NBC DROPS 4

San Francisco, April 23.

When daylight saving and a resultant change in schedules goes into effect end of this week (29) NBC will drop a foursome of artists.

Clef Dwellers, male singing trio; Agatha Turley, soprano; Euston Kent, tenor; Gypsy, interviewer, will not be on the new schedule.

SCHNABEL TO CHICAGO

St. Paul, April 23.

Dudley C. Schnabel, former i charge of the Twin Cities (St. Paul-Minneapolis) bureau of the Radio News Association, has been transferred to Chicago.

He is now in charge of the association's Windy City bureau.

2 YEARS OF BANKING
and 23 YEARS OF SHOW
BUSINESS DIRECTS the
STATION'S POLICY of
AMERICA'S FASTEST
GROWING RADIO STATION!
FIVE-THOUSAND WATTS • CLEARED CHANNEL

SOUND
BUSINESS
POLICY
WCKY
Cincinnati



COMMERCIALS

WEEK OF APRIL 23

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where one has two or more programs they are listed consecutively. An asterisk before name indicates advertising agency handling

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

ACME LEAD
6:30-9:30-WABC
Ed McConnell
*Henri H-Me
*A. C. SPARK PLUG
9-W-WJZ
*Cookbook
*Campbell-E
*AFFILIATED PERS
(Louis Phillips)
1-Tu-W-Th-F
WABC
Princess Marie
*Blackett
*A & P
9:30-W-F
Harry Horlick
Frank Parker
*Patia & Peart
*ARMOUR
9:30-F-WJZ
Phil Baker
H. McCaughan
Mabel Albertson
Irene Bessie
Ted Weissman
*N. W. Ayer
*M. T. BARRETT
10:30-W-F
Mary Small
Wm. Wrigley
*A. S. BOYLE
9:30-W-F
1:30-Su-WABC
*Lash Dan
*Irving Kaufman
*Blackett
*BARBAROL
6:15-W-F-WABC
Edwin C. Hill
*Erwin Wacey
*BAUER & BLACK
(Blue Jay)
Corn Flakes
6:15-Tu-F-WJZ
Wade Booth
*M. J. Day
*Needham, L. & B
*SAXES
9:30-Su-WFAP

THE
INTERNATIONAL
BUFFOON

AL TRAHAN

PILOTING
The "Fastest Show on the Air"
The Terraplane
TRAVELCAVE
SATURDAY, 10 P. M.
WEAF-NBC
Dir. CHARLES MORRISON

HENRY
BURBG

"A Gay Young Blade"
GILLETTE PROGRAM
Monday, Wednesday, Friday
8:45 P. M., WEAF

Ben Rock Productions

JAMES MELTON

HEADLINING
CAPITOL, NEW YORK This Week, April 20

STAR OF THE WARD FAMILY THEATRE
WABC-CBS NETWORK
Every Sunday Evening, 6:45-7 P. M.
And 7:30-7:45 P. M.

Starting My New Program May 6, 9-9:30 P. M.
THEATRE DIRECTION-HARRY BESTAY

THE CROONING TROUBADOR

nic & cas

WABC NETWORK, WEDNESDAY, 11 P. M.-FRIDAY, 8:30 P. M.
COLUMBIA BROADCASTING SYSTEM

GENERAL MILLS
10:30-Daily-WJZ
Jack Armstrong
All American Boy
*Daily-WJZ
*Betty & Bob
Betty Churchill
Don Amiche
Betty Winkler
Carl Brickett
Louis Rosen
*Blackett

GENERAL MOTOR
(Chevrolet)
10:30-WFAP
Victor Young Org.
*Campbell-E
*Blackett
6:15-Tu-F-WABC
R. E. Rye
Johnny Green
*N. W. Ayer

GERBER & CO.
10:30-F-WJZ
Jack Benny
Mary Lou Parker
Frank Parker
Don Roster
*Hayes MacFarland

GRAND HOTEL
10:30-W-F
Ann Seymour
Art Jacobson
Don Amiche
Betty Winkler
Gess Rose
*Blackett

10-T-F-WFAP
First Nighter
John Sullivan
Don Amiche
Carlton Brickett
Elihu Seltzer
E. Sagerquist Org.
(D.D. D. Ointment)

10:30-Su-WABC
Tito Galar
*F. Presher
*BRISTOL-WFAP
(Sal Hepatica)
*Young & Rubicam

10:30-W-F
Fred Allen
Portland Hoffa
Jack Smart
Lionel Stander
Elvira Douglas
John Deimos
Minerva Pious
Diana Troubadour
Thendore Webb
Lennie Hayton
Benton Dobbs
*E. BRUCE CO.
10:30-Tu-WABC
Doris Locant
Cadette Quartet
C. Wheeler Orch.
*Young & Rubicam

10:30-W-F
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C. Wheeler Orch.
*Young & Rubicam

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LUKOR
(Armour)
Talkie Pic Time
June Meredith
John Colanderworth
John Stanford
Gilbert Douglas
*Blackett
*N. W. Ayer

LOHILAID
(Columbia)
10:30-WABC
Ted Florio
Dick Totten
*Lennon & M.

LOIDEN POKING
(Columbia)
10:30-WABC
"Stamp Adventures"
Hazel K. Koor
Carl Boyer
*Matteson, F. G.

MAHATTA
SOAP CO.
10:30-W-F
Dick Totten
11:30-Tu-WJZ
Harriet Lee
Edward Kennedy
*J. W. MARKOW
(Oil Shampoo)
11:45-Tu-WABC
Joan Morrow
Joan Nolan
*E. W. Dyer

MACFADDEN
(Liberty) (radio)
10:30-W-F
"Stories That Shout"
Fulton Oursler
*Blackett
Bill Mitchell
Pearl Pickett
10:30-W-F
(Peanutman)
Geo. Gerahwin
Louis Kaufman
*Wm. E. Dyer

HICKER H-O
10:30-Daily-WFAP
"H-Bar-O" Rangers
Bobbe Hanna
Neil O'Malley
*Erwin Wacey
*J. W. MARKOW
(Oil Shampoo)
11:45-Tu-WABC
Joan Morrow
Joan Nolan
*E. W. Dyer

MOHAWK MILLS
10:30-Tu-Th-WFAP
Orch. & Singer
*N. W. Ayer
*J. W. MARKOW
(Oil Shampoo)
11:45-Tu-WABC
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11:45-Tu-WABC
Joan Morrow
Joan Nolan
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PLUGH, INC.
10:30-W-F
Vincent Lopez
Ed Sullivan
*Lake-Stro-C
*QUAKER OATS
8:45-M-W-F-WJZ
Babe Ruth
*Fletcher & B
*EATON
10:30-W-F
Knee, Sylvia of
Hollywood
*Gardner
*EATON
10:30-W-F
Chas. Frayn Orch.
Charles Lyons
Erwin Wacey
*Fletcher & B
*EATON
10:30-W-F
Edna Ould
Phillip Portfield
Irma Glen
Earl Lavrence
*R. J. REYNOLDS
10:30-W-F
10:30-Tu-Th-WABC
Cass Loma
Constance Boothell
Stoopnagle & Budd
*Wm. E. Dyer
*RICHIE
(Venita Shampoo)
10:30-W-F
Rip Lasher
10:30-W-F
Vincent Calendo
Donahue & Coe
11:45-Tu-WABC
(One Salts)
*EATON
"Ene Crime Club"
"Spencer, Dean"
*N. W. Ayer
*SCHITZ
10:30-W-F
Helen H. DUBOIS
7:30-Tu-Th-WABC
*N. W. Ayer
*B. B. D. & O.
*SINCLAIR
10:30-W-F
Gene Arnold
Bill Hill
Mac McCloud
Joy Parsons
Wm. E. Dyer
Harry Kegen
*Federal
*SAXES-W-F
10:30-W-F
(Spartan Products)
Dick Himmell
Frances Langford
*N. W. Ayer
Joy Nash
*U. S. Adv. Corp.
(Chase & Sanborn)
8:45-W-F
Jimmy Durante
Rubinoff
*Baker's
7:30-Su-WJZ
Joe Penner
Harriet Hillard
Ozzie Nelson Org.
9-W-F
(Royal Gel)
Jack Pearl
CHIEF Hall
Peter Van Steeden
Kathleen Wells
9-Tu-WFAP
(Fischmann)
Andy Valles and
His Conco Yanks
*J. W. Thompson
STD. OIL (N.Y.)
*N. W. Ayer
Sceney Sketches
Arthur Allen
Foster Penney
Kate McComb
Isabelle Wintocks
Ruth Russell
Robert Strauss
*J. W. Thompson
STERLING PROD.
8:45-W-F
8:45-W-F
"Waltz Time"
Abe Lyman Org.
Frank Munn
5 daily ex. Su-Sa
*WABC
"Skippy"
8:45-Su-WABC
*Blackett
*SUN OIL
8:45-Su-WJZ
Lowell Thomas
*Roche-Williams

QUAKER OATS
8:45-M-W-F-WJZ
Babe Ruth
*Fletcher & B
*EATON
10:30-W-F
Knee, Sylvia of
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STERLING PROD.
8:45-W-F
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"Waltz Time"
Abe Lyman Org.
Frank Munn
5 daily ex. Su-Sa
*WABC
"Skippy"
8:45-Su-WABC
*Blackett
*SUN OIL
8:45-Su-WJZ
Lowell Thomas
*Roche-Williams

QUAKER OATS
8:45-M-W-F-WJZ
Babe Ruth
*Fletcher & B
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Knee, Sylvia of
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*Gardner
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*SCHITZ
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*Federal
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New Business

ILADELPHIA

Charles Margloff, five-minute talks, once weekly for six weeks. W. S. Hill Agency. WCAU.
Pontiac Motors, thirty-one-minute spot announcements. Campbell-Ewald. WCAU.
Gardner Nursery Co., five-minute transmissions. Northwest Advertising. WCAU.
Horn & Hardart, renewal for one year of Children's Hour, Sunday, 11 to 12 a.m. Clements Agency. WCAU.
J. W. Seckler, political talks of five minutes, eight times. Direct. WCAU.
Perfection Stove Co., five-minute

discs, once weekly, titled "Perfection Dramas," ending in July. McCann, Erickson. WCAU.
Phillips-Jones Corp., 15-minute transmissions, Tuesday and Thursday at 8:00 p.m., running from May 1 to June 1. Broadcast Advertising. WCAU.
Roland S. Morris, eight 15-minute programs. Direct. WCAU.
RCV Victor, five-minute talks six times weekly by John Leitch. Placed direct, until July. WCAU.
M. A. Bruder Paints, signing weekly wrestling shows, for 52 weeks. Latent direct. WPA.
Tropa Electric & Radio, 15 minutes daily, with the "Organ Doctor" and additional 15 minutes nightly. Direct. WPA.
John Davis Co., four broadcasts daily, for 14 weeks. Placed direct. WPA.
Schnader Campaign Committee, five-minute talk daily, for 15 days. Direct. WPA.
Albert Lader, five-minute talks daily, for 25 days. Direct. WPA.
Beauty Gals Inc., five half-hour talks weekly, until June 23. V. E. Meadows Agency. WIP.
William Rosoff Clothing, spot announcements thrice weekly. Signed direct. WIP.
New York Labor Party, 30-minute weekly programs of music. Signed direct for 13 weeks. WIP.
J. Y. Simon & Son, five-minute garden talks. Direct. WIP.
RCV-Victor, five time signals daily, for 13 weeks. Feigenbaum Agency. WPA.
Lover's Popcorn, spot announcements, for 13 weeks. Direct. WPA.
Bonniwell Committee, 10 15-minute programs. Signed direct. WPA.
Walter Taylor Co., two spot announcements daily, for 52 weeks. Direct. WRAX.
Clifford Pinchot, signed for seven hours, divided into five and 10-minute talks. WRAX.
RCV-Victor, six spot announcements weekly, indefinite period. Feigenbaum Agency. WPA.
Rosa Rader, beauty talks on five-minute discs at 9:55 a.m., thrice weekly. Signed direct. WPA.
Canton Beverages, Inc., baseball scores nightly for 24 weeks, started April 16. Ingalls Advertising, Boston. WNAC, WMAZ, WBEA.
Coward Shoe Co., renewed sponsorship of Bob White, six days weekly, from April 18 through June 30. Fletcher & Ellis, New York. WNAC.
Gold Redeeming Corp. of America, baseball scores from April 17 through Sept. 30 (167 broadcasts). David Malkiel, Boston. WMAZ, WBEA.
Washington Candy Co., five-minute program three times weekly from April 17 to June 23. Ingalls Advertising. WNAC.
McConnell Co., 52 ten-minute programs, started April 15. Through Etherington Service, Boston. WAAB.
Pontiac Motor Co., 30 daily announcements, started April 15. Campbell-Ewald, Detroit. WNAC.
Dr. McKnight, Inc., 38 time signals, started April 18. Etherington Service. WNAC.
Mario's Italian Restaurant, 14 announcements, started April 15. John D. Williams. WAAB.
William Filene's Son Co., 28 temperature reports, started April 15. Chambers & Wiswell. WNAC.
Gold Redeeming Corp. of America, daily announcements for 13 weeks, started April 11. David Malkiel. WBZ-WBZA.
Kellogg Sales Co., 12 half-hour programs, started April 9. WBZ-WBZA.
Spencer Chain Stores, Inc., four announcements daily for 13 weeks, started April 2. Chambers & Wiswell. WBZ-WBZA.
Ball Bros Co., two participations weekly for 13 weeks, to start June 30. Applegate Advertising Agency, Muncie, Ind. WBZ-WBZA.
Cleveland Steel Products, 365 weather reports, started April 16. WBZ-WBZA.
Thomas W. Emerson Co., daily weather announcements for eight weeks, started April 15. Broadcast Advertising. WBZ-WBZA.
Perfection Stove Co., of Cleveland, 15 five-minute programs, started April 18. McCann-Erickson, New York. WBZ-WBZA.
William Filene's Sons Co., 312 15-minute programs starting April 30. WEEI.
Henley Kimball Co., sponsoring baseball scores seven nights per week, started April 17. Scott Advertising Agency, Boston. WEEI.
Packard Motor Car Co., 13 announcements, starting April 23. WEEI.
Maryland Pharmaceutical Co., 312 announcements, starting Oct. 1. Joseph Katz Co., Baltimore. WEEI.
Philo Water, 26 announcements, starting April 24. World Broadcasting System. WEEI.

BOSTON

new, 13 weeks, 15-minute broadcast each Sunday at 12:45 p.m. Direct. WDRG.
Corbin Cabinet Lock Division, American Hardware Corp., six announcements on ad-liner program. Placed direct. WDRG.
Desco Cleaning Company, Hartford, four week schedule, announcements Monday and Wednesday. Placed direct. WDRG.
Ratcliffe Brothers, Hartford, shoppers hour daily announcements. Placed direct. WDRG.
Montgomery Ward, Hartford branch, 12 daytime announcements. Placed direct. WDRG.
United Company, Magic Hour, five 15-minute broadcasts for one week of May 15. Placed by Street and Finney. WDRG.
Foster Products Laboratory, Placident Products, 10 one-minute evening announcements. Placed by J. Walter Thompson. WDRG.
Shell Eastern Petroleum Products, two announcements daily for seven days a week for a period of two weeks. J. Walter Thompson Agency. WDRG.
Spencer Shoes, Ind., indefinite contract on daytime announcements, Monday to Saturday. Placed by Chambers and Wiswell. WDRG.
F. D. Pitts and Company, tie-up with Grunow Refrigerator, 30-second announcement for every program. Placed by Chambers & Wiswell. WDRG.
Dodge Brothers Motor Cars, 13 one-minute announcements. Placed by Ruthrauff and Ryan. WDRG.
Pontiac Motor Car Company, 30 one-minute Refrigerator, 30-second announcement for every program. Placed by Campbell-Ewald. WDRG.

Renewals

Climax Co., 13 weeks, Thursday mornings, split network on NBC, with Harold Stokes, Frank Hassard, Gale Page and the King's Jesters. W. S. Hill Co. is the agency.
Campagna Sales, 52 weeks, 15 minutes, 42 stations on NBC's red (WEAF) link. Makes the fifth year for this script affair. Agency is Aubrey, Moore and Wallace.
Great Atlantic and Pacific Tea Co., 52 weeks, Monday evening half hour over 18 stations on NBC's red (WEAF) link, with Harry Horlick, Frank Parker. It's the 10th year for this program. Paris and Peart is the agency.

new, 13 weeks, 15-minute broadcast each Sunday at 12:45 p.m. Direct. WDRG.
Corbin Cabinet Lock Division, American Hardware Corp., six announcements on ad-liner program. Placed direct. WDRG.
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Ratcliffe Brothers, Hartford, shoppers hour daily announcements. Placed direct. WDRG.
Montgomery Ward, Hartford branch, 12 daytime announcements. Placed direct. WDRG.
United Company, Magic Hour, five 15-minute broadcasts for one week of May 15. Placed by Street and Finney. WDRG.
Foster Products Laboratory, Placident Products, 10 one-minute evening announcements. Placed by J. Walter Thompson. WDRG.
Shell Eastern Petroleum Products, two announcements daily for seven days a week for a period of two weeks. J. Walter Thompson Agency. WDRG.
Spencer Shoes, Ind., indefinite contract on daytime announcements, Monday to Saturday. Placed by Chambers and Wiswell. WDRG.
F. D. Pitts and Company, tie-up with Grunow Refrigerator, 30-second announcement for every program. Placed by Chambers & Wiswell. WDRG.
Dodge Brothers Motor Cars, 13 one-minute announcements. Placed by Ruthrauff and Ryan. WDRG.
Pontiac Motor Car Company, 30 one-minute Refrigerator, 30-second announcement for every program. Placed by Campbell-Ewald. WDRG.

ALBANY

Niagara Hudson Power Corp., Albany, 75 15-minute, B. B. D. & O. WOKO.
Knox Company (Cystex), Kansas City, Mo., 13 15-minute, Dillon & Kirk. WOKO.
Gem Products Sales Co. (laundry soap), Camden, N. J., 13 15-minute, Paris & Peart. WOKO.
Rosy Clothes Shops, New York, 13 15-minute, Peck Advertising Agency. WOKO.
Johns Edgator Blauett Co. (crackers), Cambridge, Mass., 36 announcements, Radio Broadcasting Co. WOKO.
Seminole Paper Co., Chicago, toilet tissue, 13 15-minute, Radio Broadcasting. WOKO.
R. B. Davis, baking powder, 26 5-minute, Ruthrauff & Ryan, Inc. WOKO.
Chrysler Motors Corp. (Dodge cars), 18 announcements, Ruthrauff & Ryan, Inc. WOKO.
Cortier Medicine Co., New York (Little Liver Pills), 156 announcements. Spot Broadcasting, Inc. WOKO.
United Drug Co. (Retail Stores), 5 15-minute. Spot Broadcasting, Inc. WOKO.
Gillette Safety Razor Co. World Broadcasting System. WOKO.
Fels & Co. (Fels-Naptha Soap), Philadelphia, Pa. 75 15-minute. Young & Rubicam, Inc. WOKO.

PORTLAND

Pays' Talcis Stores, through MacWilliam & Co. Agency, announcement service, three times only. KGW.
Wherris Tailoring Company, local account; through William Norvell Agency, one month announcement service on Pacific Coast Baseball Broadcasts. KEX.
Montgomery Ward (Silberman-Becker Corp.) through Neilsen-Meyerhoff, Inc., 17 five-minute programs weekly on Fridays. KEX.

SEATTLE

Grayson Shops, seven announcements, April 10-13. KOMO.
Reo Motor Co., 18 announcements, one daily, starting April 9. KOMO.
Horton Roy Fur Co., two 30-second announcements weekly for 26 weeks. Started April 8. KOMO.
McLaughlin, Gormley, King Co., series of 45 five-minute discs. Starts May 11. KJR.
Psychiana, series of 13 five-minute discs. Started April 10. KJR.
Campbell Cereal Co., contract extension from April 10 to April 27, three five-minute periods weekly. KJR.
C. H. Dehlem Company, daily 50-

word announcement, April 10 to May 9. KOL.
W. F. Fuller & Co., three time signals each evening, April 15 to May 14, Sept. 1 to Sept. 30. KOL.
Los Angeles Cigar Co., 50-word spot during broadcast hour, each Tuesday evening; started April 10. KOL.

LINCOLN

Continental Radio Company, 300 one-minute transmissions and 25 word announcements on all three Union Holding Co. Stations. KFAB and KHR, Lincoln and KOIL, Omaha. This is a year's contract.
Numismatic, one 15-minute transcription. KFAB.
Schmoeller & Mueller, six announcements. KFAB.
United Drug, five 15-minute electrical transmissions, May 1-5. KFAB.
Gold & Co., 1,000 one-minute spot announcements to run for a year. KFOR.
Leader Beuthe Shoppe, 13 one-minute announcements. KFOR.
Gobels School of Cosmetology, daily announcements for a year. Starts April 11. KFOR.

WATERLOO, IOWA

Connolly Group (Auto Works Waterloo), one five-minute musical program (World Transcriptions) for year; placed locally. WMT.
Standard Oil Company, one-minute transmissions (World) three times daily for eight days starting April 19; placed by McCann-Erickson, Chicago. WMT.
Crystal Radio Co., Waterloo; two five-minute musical programs per week for 13 weeks; placed by Lindberg, Des Moines, Ia. WMT.
Columbia Jewelry Co., Waterloo; one five-minute musical program per week for year; placed locally. WMT.
Mendall Inn, Cedar Heights; one late-evening spot; placed locally. WMT.

KNOXVILLE, TENN.

Sears Roebuck, 26 minute announcements. WROL.
M. F. McCook (four broker), 26 minute announcements. WROL.
McNitt Floral Shop, 26 minute announcements. WROL.
Knoxville Auction Co., 104 minute announcements. WROL.
Henshaw Furniture, daily minute announcements, times. WROL.
Hotel Patten (Chattanooga), 78 minute announcements. WROL.
Moskin Stores, Inc., 26 additional minute announcements. WROL.
Spess Shoe Co., 36 minute announcements. WROL.
Mutual Insurance Agency, 186 minute announcements. WROL.
McClellan Stores, 35 minute announcements. WROL.
Swift and Co. (ice cream), four announcements daily, four months. WROL.

NEWARK, N. J.

Detroit White Lead Works, Monday mornings, from April 16 to July 3 as part of Claire Sigden's "Magic Bowl" program. WOR.
Empire Gold Co., 13 weeks, beginning April 16, 15 minutes, Monday evenings, through WOR.
Gordon Baking Co. (Silver Cup Bread), renewal, 13 weeks, beginning April 19, Thursday nights, "The Lone Ranger." WOR.
Pontiac Motor Co., five weeks, beginning April 19, daily except Sunday, 15-minute recording, afternoons. WOR.
United Drug Co. (Retail Products), five broadcasts week of May 1, 15 minutes in evening, "The Magic Hour." WOR.

PORT WAYNE

Berghoff Brothers, Tuesday and Saturdays, 15-minute. Songs and chatter. WOWO.
Standard Oil Co. (Good Company), announcements daily. WOWO.
Well Brothers, Inc., announcements daily. WGL.
Pennzoil, four announcements weekly. Placed through Ruthrauff-Ryan agency. WOWO.
National Speedation, five minute announcements daily. WOWO.
Jelly Market, one hour of fast recordings daily. Sponsored by several different stores and shops here. WOWO.

PITTSBURGH

Commercial Milling Co., participation in Home Forum three times weekly for seven weeks. Placed by Earl Beck. KDKA.
Dr. Miles Medical Co., 31 quarter-hour evening periods. Placed by Wade Advertising Agency. KDKA.
Soony-Facum Corp., 13 one-minute discs, placed by J. Shilling Gatchell, Inc. KDKA.
Gillette Razor, 18 one-minute announcements. Placed by Ruthrauff-Ryan. KDKA.
Reid Murdoch Co., participation in Home Forum three times weekly for 13 weeks. Placed by Philip O. Palmer. KDKA.
John Morrell Packing Co., participation in Home Forum three times weekly for 13 weeks. Placed by Henri, Hurst and McDonald. KDKA.
Reo Motor Co., 15 one-minute announcements. Placed by Maxon, Inc. KDKA.
Philadelphia Co., five quarter-hour

periods. Placed by Equitable Sales Co. KDKA.
Oleander Olesner and Pasta Co., four participations in Home Forum. Placed direct. KDKA.
United Drug Co., five 15-minute periods. Placed by Street and Finney. KDKA.
Crasy Water Crystals Co., 52 15-minute evening programs. Placed by Carpenter-Rogers. KDKA.
Reliance Life Insurance Co., 10 half hour evening programs. Placed by Ketchum-MacLeod and Groves. KDKA.
E. F. Goodrich Rubber Co., baseball summaries daily. Placed by Ruthrauff and Ryan. KDKA.
Pittsburgh Brewing Co., baseball score broadcasts daily. Placed by A. F. Hill. WCAE.
Natural Gas Companies servicing greater Pittsburgh area, 104 one-minute. (Continued on page 45)

EDDIE PEABODY

The Instrumental Stylist

PURE OIL PROGRAM

EVERY SATURDAY
WJZ-9 - 9:30 P.M.-NBC

Featured Nightly HOLLYWOOD RESTAURANT NEW YORK

Personal Manager

RUDY VALLEE

ROY FOX AND HIS BAND

CAFE de PARIS LONDON B.B.C. NETWORK

M.C.A. Presents

JULE STYNE

And Orchestra
At Prima Rainbo Gardens
Clark at Lawrence, Chicago
AL BORDE, Personal Rep.
NBC-CHICAGO-NBC

Jack and Loretta Clemens

WJZ.
10:45-11 A.M.
Mon., Wed., Fri.
WILBERT'S
FLOOR WAX

LITTLE JACKIE HELLER

Mon., Tues., Fri., 4:15 P. M.
Wed., 4 to 4:30 P. M., CHZ
Sat., 10:30 P. M.-NBC
Management NBC, Chicago
Per. Rep., HERMAN BERNIE
New York City

Joe Parsons

Radio's Low Voice
SINCLAIR MINSTREL
Every Monday, 8 P. M. N.B.C.
CHICAGO

ARMOUR ★ JESTER

PHIL BAKER

EVERY FRIDAY EVENING
WJZ, NBC NETWORK
COAST-TO-COAST

NEW YORK CHICAGO
9:30-10 P. M. 8:30-9 P. M.
E.S.T. T.H.S. T.H.S.
Thru Station WJZ Thru Station WENR

HARRY McNAUGHTON

ALIAS "BOTTLE"
THE ARMOUR HOUR
Coast-to-Coast
very Friday Evening

NEW YORK CHICAGO
9:30-10 P. M. 8:30-9 P. M.
E.S.T. T.H.S. T.H.S.
Thru Station WJZ Thru Station WENR

HENRY BUSSE

AND HIS MUSIC
NOW
CHEZ PAREE
Chicago

WJZ CBS

THE GREEK AMBASSADOR OF GOOD WILL

GEORGE GIVOT

Sole Direction
HERMAN BERNIE
1619 Broadway New York

HARRY SALTER

And His Orchestra
WITH HIS CAMPUS CHOIR

CONRAD THIBAUT
LOIS BENNETT
HENRY DEAN
and
MIXED VOCAL ENSEMBLE

HUDSON-ESSEX Program
NBC-WJZ
Tuesday Nights, 8:

EMERSON GILL AND ORCHESTRA

WTAM
Nightly
Monday
Friday
Saturday
1 P. M.

Radio Chatter

(Continued from page 39)

return to New York as a church soloist. Garber has been booked for a Pittsburgh dance date, May 15, at \$1,000 against 50% of gross. Howard Price, tenor at WCAE, Pittsburgh, and Gene Llewellyn, station's pianist and member of its 80-and-80 trio, will tell it to a preacher, June 11. Harry Bixbee, Sr., chief engineer at WCAE, Pittsburgh, has been shifted temporarily to WISN, Hearst station in Milwaukee. Harold Holland is filling in for him at WCAE. Stephanie Diamond, staff artist

THE KING'S JESTERS

Personal Management
PAUL KAPP

THE DORING SISTERS
Creators of a New Trio Style
GDS SWIFT REYDE

as BROOKFIELD DAIRYMEN
Tues., 10-11:30 P. M., WFT
WGN, Chicago, Tribune Station
58 Weeks, Beginning Nov.
Exclusive For PAUL KAPP

fred allen's

with
PORTLAND HOFFA
JACK SMITH
IRWIN STANBORN
LIONEL DELMORE
MINNIE V. MOORE
LENIE HAYDON SPANA
TROUTBOURNE

Material by Fred Allen and Harry Fugate
Management Walter Batchelor
Wednesday, 2-10 P. M., R. A. T. WFL

GRACIE BARRIE

"The Sweetheart of the Blues"
THIS WEEK, APRIL 20
RKO CLEVELAND

Sole Direction
HERMAN BERNIE
1619 Broadway, New York

If the Population of the U. S.
Were Divided Into Tri

SIZZLERS

Would Still
For Further Information:
HAROLD KEMP, RKO Artistic Bureau
Personal Director, CHARLES A. BAYNA

COLUMBIA BROADCASTING SYSTEM

LEON BELASCO

MON., FRI., WABO, 12 MIDNITE
Coast-to-Coast

St. Martin Hotel, New York, Nightly
Sole Direction **HERMAN BERNIE**
1619 Broadway, New York

RAY PERKINS

Palmer House Cushman's Sons
CHICAGO BAKERIES
NBC WOR
Direction **REDLEY BROWN**

at WCAE, Pittsburgh, back on job after sick leave of several days. Ed Lowry hit WCAE, Pittsburgh, for a 15-minute takeover during his day's stay for Variety Club show. Guy Cardo took the air from Pittsburgh when he goes into the Stanley for a week next month. First air attempt by Continental Dittler's likely for WCAU local show soon. Auditioning Mickey Albert with Jan Savitt's orchestra, on one unit. Clarence Fubner and solola, and Gilbert and Sullivan idea for another two.

That WCAU has compromised with the musicians' union seems logical, since the outlet replaces Paul Mason's current house band with a new musical unit, scheduled for April 30. Talk around is that Mason will continue as batonier, but those on the inside look for a conducting change within a few weeks or less. One hundred comely gals from Beaver College upset the morale of Philly's WCAU last Saturday when a group from the college romped in for the club broadcast. Some quiet resigned after the girls left, but a few of better lookers remained around to completely demoralize the entire broadcast. Norris West, who announced the show, was the least perturbed of all. Probably believes in the old adage of safety in numbers!

Iowa

Wife of James C. Hanrahan, director, KSO, home from the hospital and much improved. Foster M. Foster, KSO married to Miss Loretta Mayer of Louisville, Ky., non-pro. The inquiring microphone, KSO, got a shock last week when one of the boys on the street replied to the question, 'do you think a high school graduate should spend a year in the military?' 'That's a damned silly question if you ask me!' No comeback. Mickey and Oliver, formerly with WOC-WHO, now with KSO. After a year of heavy build-up on the mystery gossip, KSO is going high-bait on this type of thing. The much-misunderstood KSO is out and the only gossip used is with their new Mythical Ballroom dance program, which includes dance transcriptions from 1 to 1 with a master of ceremonies using widely known local names as entering the ballroom. Only the nicest of nice things are said.

Inquiring, Mike used the 'Believe It or Not' museum exhibit as an advertising tie-up with the show. KSO is building up the Darktown Strutters, including Al Davoport with his big bill saddle, Three J's, Denver Darling and his band, and Eddie and his band. They give a good show and helped Brooks and Pierson and Charlie Flagler put on a guest show at KWCR, Cedar Rapids, in celebration of that station going from local to regional rating. KSO having no difficulty in selling its Sat. morning matinee to Robin Hood and children's departments of stores, etc.

North Carolina

With Dick Hartman's Crazy Tennesse Ramblers going good on a daily 15-minute period over WFT for the North Carolina distributors of Crazy Crystals, the sponsors sent out a call for other hill-billy bands and hired, literally, a dozen. Operating on the theory of making a good thing better by providing more of it, Crazy Crystals now presents a full hour show each Saturday night, something on the barn dance plan. The show is a mad riot of adding, ballad singing, hog calling and clanging cowbells—but the sponsors are listening to World Broadcasting System service, effective this month.

WBOC, Charlotte, N. C., is broadcasting 12 15-minute news reviews a week, with John Frazer, former Chicago Tribune reporter, handling the details. Three of the 12 spots are sponsored by Carolina Auto Supply Company, distributor of Crosley radios and Crosley Shelvador refrigerators. Commissioner W. C. Irvin, WBOC, Charlotte, N. C., announces the addition of Dewey Drum to the station's commercial staff. Drum has been advertising manager for a Charlotte department clothing store for the past 12 years.

C. Vanderhooven, president of the Asheville, N. C., Civic Music Association, directed the organization's recent membership drive to the air over WNNC of that city. Schlicht's beer show over WBT, Charlotte, N. C., started April 13. Marching and answering questions on love, marriage, investments, travel and personal problems, is appearing for five 15-minute periods a week over WNCN, Asheville, N. C. Modern Melodic Maids, personable on WBT, Charlotte, N. C., have been given their own spot for each Thursday afternoon. They made

several appearances on other WBT programs and immediate success brought the girls a show of their own. They work a la Boswell Sisters.

W. M. Arthur, who came to BSC, Charlotte, N. C., from KGR, Asheville, in a mail with his guitar-singing act.

Dramatic society of the Southern Workshop, Asheville, N. C., has inaugurated series of six weekly broadcasts over WNNC of that city, including plays and miscellaneous programs. The periods are directed by Laura and Lillian Plank and Wilbur Morgan. Sterchi Brothers, furniture, are presenting 'Funfest' as a weekly program over WVMC, Asheville, N. C., under a long-term contract recently signed.

Pacific Northwest

When a quarter-hour general topic program, sponsored by coast-to-coast Seattle, began to show laxity in listener-response, Carey Jennings, KGW-KEX sales manager, offered to take over the spot, announcing the program. And the punch developed in that during the first week mail and telephone response indicate that a sales manager can sell as well as a boss seller.

Fred M. Brenne, KGW-KEX continuity and publicity writer for about one year, has joined Frederick H. Schmalz Radio Advertising Agency.

Abnormal warm weather has brought out the white flannels and sun-baked dresses in the KGW-KEX offices and studios. Flora Bartness, half-pint bookkeeper, has inaugurated semi-nude camp on room tower of Oregonian building. Here, during noons, she absorbs the invigorating rays of the April sun.

Chet Blomness, KGW-KEX salesman, was handling the mike at a remote wrestling match the other night when he received a surprise—in fact, a 200-pound, wriggling, squirming surprise. One of the fancy-footed lads had heaved his opponent high in the air, then with a calculating eye, espied little Chet, five-foot-three-in-his-socks without shoes, and sw-ih-lah! Down came the upbraid wrestler, right into Blomness' lap.

Fishing is the topic of conversation with the stylo folk at KOIN—the four-day fishing contest, which starts as C. W. Myers, C. Roy Hunt, Charles Couche, Joseph Samplero, Jimmie Riddell, Owen 'Red' Dunsmuir, Frank Lawrence, Ron Myron, Gene Baker and others plan and plot the capture of the funny beauties. And, what's more, they are unusually successful.

Spies are being displayed by KOIN feminine contingent. Ruth Bjork, Aileen McKamey, Ruth Messmer, Margaret Stata, Mildred, Edna Oviatt, Dorothy Robinson, Mary Gibbs, Geraldine Frances and Florence Ball of KALE.

Johnny Walker, KOIN production manager, recently returned from a trip to California, cities, reports business conditions to be on the upgrade and a decided upward trend in broadcast. Walker spent considerable time at KPBC in San Francisco and KHJ in Los Angeles. Fortune Gallo, impresario bringing San Francisco Grand Opera company to Seattle for 7-cord, 7-cord streamer headline for his 400-mile trip in 24 hours to appear for 15 minutes on KOI, Seattle, interview with Raymond D. Hofmann of P. staff, asking the questions on the air.

Surprise shower held last week by KOMO-KJR staff members for the newlywedded Don Vraig, announcer. Gift-opening ceremonies extemporaneously put before KOMO Mike with the studio orchestra keeping things jolly while the flustered Craig unwrapped and unwrapped.

Texas

Frank Colby, Houston advertising man, engineered the city's first annual radio announcers' contest as a stunt for one of his clients. Three local stations, KPRC, KTRH and KXYZ, joined in the addition, each with three staff announcers competing. Grand dinner: Sylvester Gross, deep-voiced announcer of KPRC.

KTRH, Houston, is on the way to make this a recognized radio town. The station, recently purchased by The Chronicle, broadcast the announcement program with a salute from the Columbia network and an address from Washington by Jesse H. Jones, chairman of RFC and publisher of The Chronicle. New equipment is being installed, and the station is going after an increase in power.

'Chronicle Highlights', the notes on the news broadcast daily on KTRH, Houston, has inaugurated the policy of bringing visiting celebrities to the mike for brief interview. First was Kate Smith, interviewed by Theatre Critic Leticia Ridger.

Local fans couldn't understand why Amos 'n' Andy, broadcasting from the Metropolitan theatre in St. Louis, where they were playing, (Continued on page 46)

New Business

(Continued from page 44)

minutes announcements. Placed by Ketchum-MacLeod and Grove. KJLA.

Home Beauty Salon, two announcements daily 18 times. Placed direct. WCAE.

Maybelline, seven evening announcements daily 13 times. Placed by Scott Howe, Bowen, WCAE.

Electrolux Sales, six announcements weekly 24 times. Placed by Baiten, Barton, Dursalina and O'Brien, WCAE.

Knaz Co., once weekly, transcription, 24 weeks. Placed by Dillon-Kirk, WCAE.

Ford Motor Co. of Pgh., seven announcements weekly, 26 times. Placed direct. WCAE.

Seconomy-Vacuum Corp., five evening transcriptions weekly, 13 times. Placed by J. Stirling Getchell, WCAE.

W. J. Lawrence Co., 52 announcements. Placed by A. F. Hill Co., WCAE.

Independent Wallpaper Co., 13 announcements. Placed direct. WCAE.

May Stern Co., six five-minute afternoon talks weekly, 72 times. Placed direct. WCAE.

Rhenakos Bros. Storage Co., three announcements. Placed direct. WCAE.

U. S. Gutta Percha Paint Co., six evening transcriptions weekly, 80 times. Placed by J. Walter Thompson, WCAE.

Permanex Cab Co., half-hour program weekly for 13 weeks. Placed by W. Earl Bothwell, WCAE.

Summit Hotel, 52 announcements. Placed by W. Earl Bothwell, WCAE.

Bower Baking Co., two announcements daily, 52 times. Placed by Fletcher and Ellis, WCAE.

Ford Motor Co., 13 announcements. Placed direct. WCAE.

Knos Gelatin Co., one announcement every evening 28 times. Placed by Federal Adv. Agency, WCAE.

Seconomy Vacuum Co., transcription five evenings weekly 13 times. Placed by J. Stirling Getchell, WCAE.

Halter Baking Co., Everyday Heres program once daily 75 times. Placed direct. WCAE.

Improved Cosmetics Co., one announcement daily 13 times. Placed direct. WCAE.

Vick Chemical Co., one evening announcement 54 times. Placed by Morse International, WCAE.

Pgh. Provision and Packing Co., one announcement daily 13 times. Placed direct. WCAE.

Studebaker Co., four announcements daily 52 times. Placed by Roche, Williams and Cunningham, WCAE.

Dodge Motor Co., one announcement daily 13 times. Placed by Rutland and Ryan, WCAE.

Boys State Fish Co., transcription twice weekly 13 weeks. Placed by Street and Finney, WCAE.

Acorn Bros., six announcements weekly 52 times. Placed by Stewart Jordan, WCAE.

Pittsburgh Coal Co., five announcements weekly 15 times. Placed by Walker and Downing, WCAE.

Kellogg Sales Co., three announcements daily for indefinite period. Placed direct. WWSW.

Wagner-Traylor Co., four five-minute periods weekly for 52 weeks. Placed direct. WWSW.

Carol Dress Shop, 13 five-minute broadcasts. Placed direct. WWSW.

Spear and Co., 10 announcements. Placed by Walker and Downing, WWSW.

LOS ANGELES
Oakes Oals Co., Babe Ruth discs, 8:15 to 9:30 P. M., Wednesday, Fletcher & Mills, KNX.

John C. Michael Co., Advertising 'Micky' quilt patches, 10:45 to 10:50

JOHNNY GREEN

Guest Conductor

New York Paramount
(Week Friday, April 27)

Also

OLDSMOBILE PROGRAM
COAST-TO-COAST

Columbia Broadcasting System
Tuesday and Friday at
9:15 P. M. E. S. T.

BRISWICK RECORDS

a.m., Wednesday, Broughton Advertising Service, KNX.
Chrysler Motors, scattered one-minute disc, night hours. Ruth-KOL.
Gardner Nursery Co., 50-minute disc, six nights a week. Northwest Radio Advertising Co. KNX.

SEATTLE

Standard Furniture Co., 12 announcements, week of April KOL.

Seattle Packard
nouncements, week of KOL.

Evergreen Amusement Co., daily announcements, April 30 to May 10. KOMO.

Pontiac, series of 30 announcement discs. April 30 to May 24. KOMO.

United Drug Co., daily quarter-hour discs. May 1-5. KOMO.

Hills Bros., 15 five-minute discs, April 18 to May 4. KJR.

ORIGINAL CALIFORNIA COLLEGIANS

Late Features of
"Fifty Million Frenchmen"

"Three's a Crowd"

NOW
"ROBERTA"
NEW AMSTERDAM
NEW YORK

FRANK PARKER

Featured Soloist
A. & P. GYPSIES
GENERAL TIRES

First Tenor with
THE REVELLERS
Initial Stage Appearance
PARAMOUNT, NEW YORK
This Week (April 13)

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABC
SUNDAY, 2:00 P. M. - 3 P. M.

WEAF
WED., 10:30 P. M. - 11:30 P. M.
8:30 P. M. - 9 P. M.

Isham Jones Orchestra

CONMODOR HOTEL
NEW YORK
Tuesdays, Thursdays and
Fridays, 11:30-12 P. M.
Saturdays, 11:15-12 P. M.
could be heard WABC
Direction
Columbia Broadcasting System

HOTEL PIERRE JACK DENNY

AND HIS ORCHESTRA
Cousins Oil Richard Hudson
Wed., 10:30 P. M. Fri., 9:30 P. M.
WJZ
Sat., 12 Midnight WEAF
Mon., 11:30 P. M. Tues., 12:30 A. M.

NIGHT CLUB REVIEWS

Mayfair, Cleveland

Cleveland, April 20.

After trying all sorts of manners of ceremonies to draw only yawns from the clubbers, Fred Propper's Mayfair finally found a sure-fire clicker by giving a magician the m.c.'s job.

Card-trickery was turned the trick, building up biz and more interest than conventional performers, is Russell Swan. A young lad from New York who once acted in "An Irish Rose," was the Fred Keating act smoothly enough to stop the show.

Spot of 425 capacity is intimate enough for him to do a ten-minute turn of small illusions to restart the revue. Majority of tricks consist of disappearing bird-cages, a la Keating, calling aces out of deck, and pulling them out of customers' coats. Familiar stuff, but he has a line of amusing patter, mixed with some good gags on the other entertainers, that gives the act a send-off. Also circulates among tables, working a phonograph with timed records. In a corking card stunt that fascinates large parties.

Another act that adds to the bill is Crawford and Kaskie, a team of fast-tempoed tango dancers, with young male partner mixing in a bit of smooth academic work for a swell flash. Leo Sisters offer next contrast with peppy song and dance, but not over-doing it. Hum and Strum, WTAH radio trio; Helen Nugent, torch songstress; Gail Gaylor, and Ned Parish's band also whip up interest.

Mayfair has a \$2.50 minimum week-ends, and still charges a 50-cent minimum for drinks. Pullen.

PETIT PALAIS, N. Y.

This is the former Club Europa, which was strangled by the rush for likker licenses last December. Now it's open again, after a couple of months' hiatus, with a \$2 dinner and an "after-dinner show" for the dinner season that makes it very worth while. There's no covert.

Petit Palais is a sister enterprise to the Club Supremacy (Bob and Nick), with Ernest, one of the brothers, worrying about the new spot on West 66th. Roberto is the male and no small asset. Dan Blackstone, coming from the Town Casino Club; Biltmore Trio, Dimitri and Virgil, and Jolly Coburn's danceable combo make for a nice hot interlude. Virgil m.c.'s, introducing the other acts, and has a nice terp style with Dimitri in some interesting ballroomology. That "Bolero" number is particularly nice.

Miss Blackstone's saucy piano-registers. The Biltmore threesome are in the popular manner of head-bobbing. Roberto's dance music is likewise very nice. Abel.

NEW WONDER BAR

Union City, N. J., April 19.

Bringing a floor show over from New York that would do justice to most any of the Broadway spots, with Ann Pennington and Ann Seymour heading the talent, is the effort being projected to build this place into a suburban retreat ranking with the best.

Spot is the spacious cliffs road rendezvous formerly known as the New Wonder Bar. In the past few years ago, the New Wonder Bar is an impressive establishment and one that cost plenty to construct, let alone keep it going.

It has a large and attractively built interior, seating 550 without crowding, and an outside garden enclosing it. That garden seats about 250. Plan during the summer is to keep both the inside and outside open, with service bars for each, and a big terrace. In the open as well as under the roof. The garden, perched on the cliffs over the Hudson, commands a striking view of New York.

Among the higher class New Jersey dine-and-dance niteries, which are easily accessible to New Yorkers, it threatens to be a serious opposition to Joe Magaro's Riviera, further up on the Jersey shore. While the New York trade will be sought, an effort is being made to grab the Jersey business, with a lot of 24 sheets out already all over nearby territory.

Billy Arnold, an old-timer among singers in New York, is on the floor show here in association with Leon-Sherman, doing a job of which they may justly be puffed up. In addition to Ann Pennington and Ann Seymour, the show includes a top-notch dance team that will be heard from, Bernard and Rich. This is a mixed combination with fast and slow executed routines. Their precision work, taking in considerable that is new and original, even goes to rolling splits and things of that kind. Frank Bernard's drunk specialty is also a shock.

Miss Pennington did not appear Thursday night (19), because of her father's death, but Miss Seymour was on hand to punch up

one of the high spots of the regular show, with gags and songs which she markets equally as well on the floor as she does on the stage.

A trio along the order of the Yacht Club boys, Tracy, Gall and Leonard, aid on the laughs and novelty. Al Gale, who fronts for the threesome, has a lot of selling personality and pep. Prima donna is Lilly Lido, who has appeared in the big picture houses, while a single hit record, "I'm a Fool for You," is Jimmy Burns. He's a young and fast worker.

In addition to a line of 12 girls, there are six show girls. Costuming throughout reflects class rare to most out of town places regardless of their size or clientele.

Evolution of the bridal costume from the 14th century up to what may be expected in 1949 brings out some real splendor, as well as a novelty finish, while a Neon effect figures for a different opening number. Three shows done nightly. Ernie Golden and orchestra dispenses the music.

Refreshments and the liquid refreshments invite no complaints, neither does the service. Easy to get out without going bankrupt, drinks starting at under 50c. Char.

Chateau Cresta, N. Y.

Peter Cresta lends his name to the Chateau Cresta, an intriguing moniker by the by, in a swank setting on East 54th. It was formerly an art gallery and all the artistic atmosphere has been preserved in the decorations, serving as a highly effective setting for this smart niterie.

Dave Bernie's dandypation, Evelyn Daville, pianologie, and Sedano and Swor (Mabelle) shape up into a nifty intimate diversion.

The latter dance team is especially effective. Sedano has been around with other partners, notably Elizabeth Brown. Bernie's terp music is also standard. Abel.

Lake George Showboat
May Again Be Floated

Glens Falls, N. Y., April 23.

Lake George Showboat, floating night club, is due to be operated again this year as the result of an agreement former State Senator Frederick W. Kavanaugh, president of the bankrupt Lake George Transportation Co., reached last week with its creditors to buy certain assets for \$2,500. The company, operated from a Delaware & Hudson subsidiary, flopped because passenger traffic on the two day boats was off.

In the agreement Senator Kavanaugh made for the payment of certain preferred claims it is understood that he withdrew his personal claim for \$40,000 against the corporation. Included in the assets he purchased was the broadcasting apparatus. Showboat units go on the air over WGY, Schenectady.

MUSIC NOTES

Trent Meredith, formerly with the Los Angeles office of the MCA, is now on the staff of the Thomas Lee Artists Bureau to promote orchestra bookings on the Pacific coast.

George Johnson, organist, has organized a dance band of his own, opening at Peony Park, Omaha.

Mary Dobbs is quitting as organist at the Iris, Denver, after 10 years in the one spot.

Mal Hallett and Larry Funk have been booked for two weeks each at the Steel Pier, Atlantic City, this summer. Rockwell-O'Keefe handled.

Jim Fetta, spotted at La Casa Ballroom, Philadelphia, now under the CBS Artists Bureau's management.

Jimmy Carr opened at the Park Avenue Penthouse, Detroit class niterie, April 19.

Barney Hagg and band are in the Claridge, Memphis, for a five-week run.

Dan C. Beach, of Rocky Mount, N. C., reports that the band business in his territory is on the up-beat.

Charles Strickland orchestra opens the Theatre Cafe, in the basement of the Bond Bldg., New York, on Friday (27). Former cafeteria operated by Lou Brooks will operate from luncheon to the wee hours.

Bernie's Routine

Hollywood, April 23.

Ben Bernie will not play any hotel dates locally on completion of his present assignment at Paramount in "Thank Your Stars." Band will arrive in New York around July 1, after playing combination hotel and dance dates on the northwest and dance engagements in Texas.

Probable that Bernie's combo will hit Atlantic City after arriving back east.

AIR BOAST OF BIZ
ATTRACTS BANDITS

Cincinnati, April 23.

A. E. Tony Scheffer, mgr. of Greystone, pop ballroom, was so enthused with the biz he did on Jan Garber's ork that, in a blast over WW he named the mike to boast: "We broke all attendance records here tonight!"

Next morning two bandits stuck up his femme sec and Negro janitor and scrambled with receipts, reported at \$3,466 by insurance company which reimbursed the terps-impresario. Robbers arrived in office after they opened the safe. One of 'em fired his revolver when announcing purpose of visit.

It was a one-nighter for Garber's Yeastfoamers. Admish 60c.

Texas

(Continued from page 46)

had to be 'piped' all the way to Chicago—then back to the local outlet of NBC, which is KPRC. Harry and the KTRH, Houston, staff, was picked to put Guy Lombardo's orchestra on the Columbia network from Hollywood, the Galveston report where they are playing.

Both major Houston, Tex., stations now owned by newspapers, Jesse Jones, chairman of the Reconstruction Finance Corp., last week transferred the ownership of KTRH to his Houston Chronicle. Affiliation of KTRH is with CBS. Town's other major transmitter, KPRC, is owned by the Houston Post, and is allied with NBC.

Maryland

Gladys Beck, Baltimore gal currently visiting the hometown, who ether-warbled her way into a sustaining spot on NBC, debuts in vaudeville Friday (27). Will break in at the Ritz, Newburgh, N. Y. Following week (May 4) has been penciled into the Roxy, New York City.

Nancy Turner, for past two years style-spieler over WBAL, leaves April 30 to join staff of WFER in same capacity. Will have a daily quarter-hour chore captioned "Round the Town." Replacing at WBAL is Mrs. Charles Fisher, socialite, who will retain the pseudonym of "Peggy Randall."

Jack Sagle, All-American half-back at Princeton in '25, resigning from staff of WFER, Baltimore, to enter the act. Replacing him is Frank Thomas, Jr., kid legit trouper current in Ford's stock prez of "Wednesday's Child," guest of Mark Klettie.

Ad Lieder, one of the Balto local radio pioneer ork leaders, returns to ether duty with new musicking outfit over WCBM.

Nebraska

New biz still on the incline. Ernest Bader back from K. C. and a business trip.

John Henry and KOIL angling for broader rights to Western League baseball games.

June Saunders of WOW subbing for Rose Weber at the Brandels ticket window while the latter into Chi.

Johnny Gillin readying a booth for WOW at the World Herald's Empire Exposition at the Coliseum.

John Royal, NBC vice-president, stopping off at WOW, Omaha, on his good-will tour to the Coast.

Sidney Strotz, program chairman of the NBC Chicago office, Omaha, on his good-will tour to the Coast.

Gordon Berquist, former chief at WAAW, starting his first chain program for the Columbia net in Chi.

George Johnson and his new band at Peony Park broadcasting dance nights over WOW.

Billy Meyers and Frank Hodek back to the mike at WOW on a new commercial set-up.

Harry Burke judging the prize-winning auditions at the Bee-News Electrical Exposition.

Lydia Gordon doubling between his sign painting shop and programs on WAAW and KOIL.

Inside Stuff—Music

More and more the Witmark-Remick firms (Warners) and Famous (Paramount) are becoming out-and-out film music publishers. The song adjuncts are regarded, from the film end, as exploitive media, rather than as a straight music publishing venture. On the other hand, when DeSylva issues any film music, Bobby Crawford goes after the songs on tin pan alley standards; ditto the Robbins-Metro idea.

Just like the film companies regard any other plug for a picture song as a good free ad for the picture, the music men and the Broadway legit producers have changed their ideas about restricting production song material.

In years past it meant a sure lawsuit if anybody dared vocalize in a vaudeville theatre or elsewhere any number out of a current Broadway production. But since a song like "Smoke Gets Into Your Eyes" is credited with having largely turned "Roberta," the operetta, into a success, production songs no longer are restricted on the air or variety stage. They're figured valuable to the biz.

That a composer like Jerome Kern altered his views the more remarkable, as in years past he wouldn't even okay a dance rendition of any of his ditties, say, out of "Sally," "Sunny," etc., especially when the show was comparatively new.

It became the smart thing for a time for the more enterprising dance maestros to attend the premieres and take down a lead sheet of the hit tunes and then fake a dance version for the first nighters who patronize the more popular after-theatre spots. Now that's no longer necessary.

Poland, Russia and Czechoslovakia, along with the Balkan states, are becoming more jazz-minded. Publishers in England can sell 250 orchestration of a hit to Polish jazz maestros with little difficulty.

American Society of Composers, Authors & Publishers' new writers and pubs' classification review system, is regarded as a farce by all concerned. It sets up a sub-board to which to take appeals on classification. This board in turn makes recommendations to the board of directors. Heretofore the appeals went immediately to the board, hence the setting up of this new body is merely a buffer and another means of delay, because ultimately the board must make decisions.

Warner Bros. group in the American Society of Composers, Authors & Publishers is collecting 30% of the money allocated to the publisher section of the organization. With the exception of Chappell-Harms, all the WB firms are away up in the society's brackets. Harms, Inc., rates as the lone AAA representative, Witmark and Remick are both in AA, while T. B. Harms has been nudged up to BB.

Collectively, these firms get around 40% of the transcription coin distributed by the Music Publishers Protective Association.

When the next royalty payoff comes due from the publishers in August the writers will collect an extra price of coin as their share of the French Performing Rights Society's payment for 1933 to the American Society of Composers, Authors & Publishers.

ASCAP made the distribution of this money, amounting to around \$200,000, to the publisher members last week. Society got the draft several months ago, but it took the clerical force the interval to break up the payment according to French performances for each publisher involved.

Soon as the articles of organization have been drawn up and adopted, the song pluggers' association, now in process of formation, will delegate a committee to call on the directorate of the American Society of Composers, Authors and Publishers and ask that a percentage of the ASCAP annual net collections be allocated to the professional contacters' relief fund. Those active in organizing the tune placers' association favor requesting that the allocation be made at least 2%. On the basis of a yearly distribution of \$2,000,000, the relief fund would thus garner \$40,000 from the society.

Among the things the professional men seek to work out through their organization are enforcement of the ban against plug payoffs, royalty cut-ins and free special orchestrations. It is also planned to adopt some form of group insurance for the membership, with this not only covering death but sick and unemployment benefits. Bennie Russell is serving as temporary chairman of the organizing committee.

As Inheritor of the business of the Music Dealers Service, Inc., Maurice Richmond has a 4% margin over other jobbers in wholesaling of the product of 13 publishing firms. To Richmond these concerns sell their music at 6% under the dealer price, while the clip for the competing jobbers is only 2%. In order to meet Richmond prices Max Mayer is servicing his dealers at 1% under the publisher figure, which leaves Mayer a profit of only 1% for himself.

Firms which allow Richmond the 6% differential and only 2% to other jobbers are Bibo-Lang, Broadway, Irving Caesar, DeSylva, Brown & Henderson, Donaldson, Douglas & Gumble, Harry Engel, Leo Feist, Isham Jones, Joe Kelt, Kornheiser-Schuster, Miller, Olman and Sherman-Clay.

Al Boasberg received a check for 4c from Robbins Music Co. as his share of royalties on "Until the End," song written for "So This Is College," picture made by Metro in 1929. Money is for the six months ending last December. Boasberg wrote the lyrics and Martin Brookes the music.

Swift Takes Chi Symp.

For 1034 World's Fair

Chicago, April 23.

Swift packing company is practically set for the World Fair this summer with the Chicago Symphony orchestra as a free attraction. Not likely that the symph will stick more than a month or so with Swift, latter figuring on changing to a riper attraction as variety for the finish of the exposition.

Swift goes in as competition with Ford on the symphony thing, with the motor company bringing in the Detroit Symphony for its part of the show.

A Hit Everywhere
WILLIAM SCOTT
Is now at Boston's Statler Hotel and is thrilling dancers with his superb music, broadcasting over NBC. He features the tunes of the times, namely:
"A THOUSAND GOOD NIGHTS"
"PISTIE"
"DANCING IN THE LIGHT"
"MOONLIGHT WALTZ"
"I'VE HAD MY MOMENTS"
"HOT CHOCOLATE SOLDIERS"

ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN
AT MIKE FRITZEL'S
CHEZ PAREE
America's Smartest Restaurant and Supper Club
611 Fairbanks
CHICAGO
Dela werry 1053

NAME PLUG 'ROYALTY' OUT

Most Disastrous Nitery Season Nears End in Once Gay Paree

Paris, April 14. which is drawing to an end was the most disastrous for local nite spots' within recollection. Only places which lasted through with good business are Chez Floreence, run by Victor on the Rue Blanche, and Casanova. In the lower price register Tabarin and the Grand Scaur are the bright spots. A flock of flashing openings characterized the fall, soon followed by flock of less flashy closings. Lavishly decorated, Dubarry was one of the first to go to the wall, followed by Charlie Gordon's 1830 Club. Fashionable Montmartre also went at about this time.

In the Champs Elysees section the massacre was terrific. The Panache (former Embassy) and the Berri went out fairly early, and the Lido, the old standby of the avenue, went dark January 14 as a protest against excessive rent. Mon Paris, Stavisky's quarter, followed, to make the shutdown virtually 100% in the best Paris quarter.

Now hanging on by the teeth but ready to go dark soon are Bagdad, big establishment which has had tough pulling all year; Cote d'Azur, pretentious enterprise in the Moulin Rouge building, which hasn't paid any dividends. Chantilly, recent opening with race track decorations that did well enough for a while, and Lys Gauty's new Folies on the Rue Victor Masse. That only makes a few months of life for the Gauty place.

In the face of all this, the Ambassadeurs Restaurant is about to open April 17, to catch the spring American trade with an elaborate floor show including 18 Gertrude Hoffman Girls, Three Sailors, Dorothy Crooker, Cornell and Graf, and three bands. It's called optimism here.

SONGSMITHS ASK ASCAP FOR \$1,200 MINIMUM

Faction among the writer members of the American Society of Composers, Authors and Publishers has launched a movement to revise the method of splitting up royalties so that each writer above 'X' classification will get a minimum of \$25 a week. Argument this group advances is that out of the \$3,000,000 a year that the Society garners they are entitled to at least \$1,200 as their annual share.

'Class X' represents the lowest level and contains either new members, or writers who haven't done much beyond the few songs that made them eligible to ASCAP entry. Coterie favoring the \$1,200 minimum is circulating a petition to that effect among the writer members.

Bud Morris to Respot Witmark, Remick Overseas

Buddy Morris, general manager of Witmark and Remick, will go over to London this September to signature contracts for the British and continental rights to these two catalogs.

Current rights to these libraries in the European area are held by Bert Feldman. Agreements with him expire at the end of 1934.

Casa Loma's Tour

Casa Loma band pulls out of the Essex House April 28. Before opening its second season at the Glen Island Casino, New Rochelle, N. Y., May 24, the combo will do a tour of 18 one-nighters through New England and Pennsylvania. Barnstorming will include college boys and private parties.

Terms the unit is asking for ballroom stands is a guarantee of \$1,000 against 60% of the gate.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
'1,000 Good Nights'.....	31		
'Riptide'.....	20		
'Somebody Cares'.....	19		
'House Is Haunted'.....	19		
'Broken Dreams'.....	17		
'Love Thy Neighbor'.....	17		
'Ought to Be Pictures'.....	17		
'Smoke in Eyes'.....	16		
'Old Watermill'.....	15		
'True'.....	15		
'Waitin' for Katy'.....	15		
'Love Go Wrong'.....	14		
'Why Dream Those'.....	14		
'Cocktails for Two'.....	13		
'Dancing Moonlight'.....	13		
'Knew You When'.....	13		
'Carices'.....	12		
'Goodnite Lovely Lady'.....	12		
'How Do I Know Sunday'.....	12		
'Elna's Shoulder'.....	12		
'Easy Come, Easy Go'.....	11		
'Love Me'.....	11		
'Neighbors'.....	11		
'Without Certain Thi'.....	11		

Col. Phono. Knocked Down to Sacro for \$70,500 in Chi Sale

Chicago, April 23. Control of Columbia Phonograph company last week passed from the bankrupt Grigsby-Grunow company to an eastern organization known as the Sacro Enterprises. Bid by Sacro at the bankruptcy sale was \$70,500 for 79,076 shares of Columbia Phonograph stock out of \$2,523 outstanding.

Remainder of the Grigsby-Grunow assets was kept intact, with the sale adjourned until a future date, many bids for Grigsby property being rejected.

CHI TRIANON WILL ROTATE FOUR BANDS

Chicago, April 23. Four bands will alternate at Andrew Karzas' southside Trianon ballroom this summer: Orchestras for the post are Ace Brigade, Frankie Masters, Richard Cole and Bernie Cummings.

Wayne King will hold down the fort at the north side Aragon.

\$20,000 AWARD STANDS

Theatre-Radio Organized on R.R.'s Appeal

Albany, April 23. Betty Lee Taylor, theatre organist, formerly on WGY, has won her long fight to get \$20,000 for injuries suffered in an auto accident. The Court of Appeals upheld the verdict awarded her against the City of Albany and the N. Y. Central Railroad.

Miss Taylor's car crashed against an iron pillar on a viaduct supporting the railroad tracks. She alleged her auto skidded on ice and snow a few years ago, causing injuries which prevented her from pursuing her occupation. The original verdict for \$20,000 was given by an Albany Supreme Court jury.

ALLEY UNITES AGAINST EVIL

Professional Managers Combine to Make Another Attempt to Halt Pernicious Custom — Much Denounced, but Widely Practiced

TOO COSTLY

Professional managers and the variety act, radio and band contact men of tinpan alley hope to achieve something which their employers—the music publishers—have been unable to do for many years, in the eradication of the free special arrangement of plugs, cut-ins, etc. A committee of six comprising Rocco Vocco (DeSylva), Larry Spier (T. B. Harms), Abe Frank (Famous), Harry Link (Donaldson), George Plantadosi (Witmark), Johnny White (Felsa) and George Joy (Berlin's) has been appointed to further this end, following an unofficial meeting at the Essex House last week.

All music pubs were represented at this conclude with the exception of Robbins, Joe Morris, Joe Davis; also certain other pubs who are suspected of being gravely guilty of breaking the business ethics of the Music Publishers' Protective Association and the NRA provisions under the music code.

Professional managers of every music publisher are instructing their staffs to treat with the plugs on an equitable basis of landing other performances, etc., but not to promise any cut-ins, special arrangements, etc.

It's a vast tinpan alley move such as hasn't been undertaken before, having as its foundation the principles of common weal and fraternalization.

The men who do the actual work of making the nation's songs point preserve it for themselves. If not, there's no telling but that next year or two a publisher may be able to send an orchestration and a \$50 check down to some prominent radio orchestra leader by a Western Union messenger boy, and where would the professional act-men be? They'd have no business.

What's more, they know that it would be no great problem to make any of the name acts and bands see the light and, in the spirit of co-operation and decency of business ethics, make them voluntarily forget about the idea of chiseling or cutting in.

Double-Crossed Before

What's more, the songwriters are now united in the idea of not giving name plugs, and with the feeling of unionization and co-ordination of all forces, the popular music business hopes for once to achieve what the music publishers themselves have been unable to do. The pubs sign contracts and provisions not to engage in any chiseling, subsidization, cut-ins, etc., and it is charged, they go right out and devise means of getting around the spirit and letter of the covenants that they signed.

The act-landers also want to cut down on free orchestrations promiscuously to little known bandmen. They also contend that they give away more to the radio talent users than radio yields to them.

CLEVELAND'S PENTHOUSE NITERY

Cleveland, April 23. Anticipating the summer heat, Fred Joyce closed his downstairs supper club last week and moved it up to the roof of his Lake Shore Hotel, making it the first penthouse nitery in Cleveland.

Joe Canullo's singing orchestra is opening it Thursday (26).

Fischer to Sue Copyright Registrar On Last-Minute Renewal Turndown

Prez's Favorites

Toronto, April 23.

President Roosevelt is pretty broad in his musical tastes, and, as relaxation, prefers such songs as 'Home on the Range' and 'My Wild Irish Rose', according to Lt. Charles Benter, conductor of the United States Navy Band, now attending the annual convention here of the American Bandmasters' Association.

Lt. Benter and a 22-piece orchestra will be aboard the presidential yacht on the Honolulu holiday next June.

Court Again Rules To Mills' Advantage In Jack Hylton Suit

Irving Mills scored again in his defense against the \$50,000 damage Jack Hylton, British bandman, when Justice McCook in the New York Supreme Court last week ordered that the major part of the Hylton complaint be struck out as superfluous, unnecessary and immaterial. Permission, however, was extended. Hylton's counsel, Julien Abeles, to serve an amended complaint.

Litigation developed from Cab Calloway's recent tour of Britain, with Hylton claiming that Mills, as head of the Mills Artists Bureau, violated a booking contract he had with the English maestro by arranging to have Harry Foster handle Calloway's overseas dates. Just before Calloway sailed Abeles sought to get an injunction against the band's leaving for England, but this petition was denied by Supreme Court Justice Shientag.

Abeles' subsequent motion for a re-argument of the injunction quest met a similar end.

CANADA GETS MPPA'S 5-CENT REBATE FOLIO

Music Publishers Protective Association has extended the distribution of its 5c lyric folio to Canada. Issue contains a coupon entitling the holder to a nickel rebate on the purchase of sheet music.

Dealers in Canada have been asked to honor these coupons, with the understanding that the 5c will be rebated them by the American publishers of the song sheet.

For the United States, the MPPA has issued a second lyric folio edition, this one running to 600,000 copies.

Philly Music Battle

Philadelphia, April 23. Unusual idea being worked by the Anchorage, supper club spot on the River Drive in Philly, Willard Alexander's band brought up from the South to do a Battle of Music with Mill Kellam's crew.

Nitery is taking two half-hour shows on WCAU and WIP to promote the thing, along with heavy billing all over town. Kellam's band replaced Alexander, when the Philly Union ordered the latter to leave, few months ago. Difficulty had arisen after the leader had picked up a "full unit" in Buffalo and brought them to town. Union's claim then was that Alexander as a local leader could not wield the stick in front of a traveling band.

Alexander's crew has been on the road since the trouble, and comes back in town in good standing. His popularity here will most likely fill the spot for the musical battle. Plan calls for each to flip a coin before the night's airways for honors on the show. Audience to pick the winner.

Litigation against the Registrar of Copyrights in Washington looms as the result of his rejection for renewal of copyright of A. J. Fischer & Bros. publication. Registrar has declared that the composition, score for the organ, is now in the public domain because the application for renewal failed to reach his office at closing time of the last day. Fischer, through the Music Publishers' Protective Association, is preparing to obtain from the Federal courts a writ of mandamus ordering the copyright official to approve the renewal application.

Because of difficulty in reaching the composer, the publisher couldn't send on the application until the day before the date of copyright expiration, April 6. Application, mailed special delivery, was received in the Washington post office late afternoon of April 6 but for some reason the letter was not delivered until the next morning.

Registrar ruled that because the application had not been received at his end by office closing time, which is 4:30 p.m., on the day of the expiration, the composition no longer came under the protection of the law.

In the suit it proposes to file, the Fischer firm will contend that the registrar has no right to designate office closing time as the end of registration date, and, anyway, the deposit in the post office of mail properly addressed to another government bureau must be deemed as a delivery. Since the application was in the hands of the government before midnight of April, the registrar, the Fischer brief will argue, has no alternative but to issue the requested renewal of copyright.

CONTEMPLATE OPEN HEARING ON CODE

Date for an open airing of the music publishers' code will be fixed the latter part of this week, by which time the Washington administrators of the publishing division expect to get the document back from the NRA legal department. When the code comes up for hearing it will contain labor clauses and other legal provisions making the music publishers' covenant conform with the language of other trades codes, also giving it the status of a criminal statute.

Vallee's Vacash Before Pavillon Royal Opening

Rudy Vallee leaves the Hollywood restaurant, N. Y., for a month and a half vacation May 20, closing then and not re-engaging professionally until June 30 when he opens at the Pavillon Royal on Merrick road, Long Island, for the summer.

Pavillon and Hollywood are kindred enterprises. Same terms at both of \$3,500 guarantee and \$5-50 over a certain sum. At the Hollywood the break is a \$17,500 gross, including all income from restaurant, bar, etc., and under which terms Vallee has been getting over \$6,000 for his end.

Alice Faye will rejoin Vallee's organization during the summer. She has one picture to make for Fox near New York.

Vallee will do no one-nighters, but may essay the itinerant dance dates after Labor Day, when he closes at the roadhouse. He's not due to reopen at Joe Moss and Jacob Amron's Hollywood until Sept. 30.

TWO AT A TIME

Two Waring's Pennsylvania bandmen became fathers on the same day, April 14, Fred Campbell a son, C. S. Bush a daughter. Wives both non-pros.

Campbell is a piccolo player. Serdis is personnel manager of the band.

SUPER ENTERTAINMENT!

DAVE APOLLON

A PROVEN

BOX OFFICE

ATTRACTION

THE QUICKEST REPEAT ENGAGEMENT IN
THE HISTORY OF AMERICAN THEATRE BOOKING

During Holy Week (March 24) Dave Apollon
and his "Continental Revue" were at the Majestic
Theatre in San Antonio and Broke All Existing
House Records!

AND THEN REBOOKED
IN THE SAME THEATRE
SAME CITY, APRIL 4

EXACTLY ONE WEEK LATER

DAVE APOLLON

Appearing in His Own

"CONTINENTAL REVUE"

The Greatest Aggregation of Talent Ever Assembled

DANZI GOODELL
DUFFIN and DRAPER
BOB RIPA

NORA WILLIAMS
HAROLD ALOMA
JEAN, RUTH and GAIL

EIGHT DANCING DEBUTANTES
APOLLON'S CELEBRATED NBC STRING ORCHESTRA

Just Concluded Tremendous Week's Business
At Rialto, Louisville

This Week (April 20) Loew's, Indianapolis

Many Thanks to LOUIS LIPSTONE and FRED EVANS
for Their Fine Co-operation

Exclusive Management
BERNARD BURKE

CURTIS & ALLEN AGENCY 1564 Broadway, New York

THE PRESS-SCIMITAR, MEMPHIS, TENN.

**Apollon's Revue Is Best
Stage Show of Year**

Orpheum Act Is Sensational Hit

By Jack Bryan

"Bigger and better superlatives are needed
to do justice to Dave Apollon's 'Continental
Revue' on the Orpheum stage this week. If
Memphis has ever had a more beautiful, high-
class or richly-entertaining stage attraction, it
has never been brought to my notice."

THE DALLAS DISPATCH

**Apollon's Revue Belongs
on Broadway**

"If there's a better musical revue on the road
than the one Dave Apollon brought to the
Majestic Theatre Saturday, it ought to pack
up and go right straight to Broadway. If
a flock of musical shows in New York last
month, including the 'Follies' and say right
here that Apollon's revue is fast, as colorful
and as varied as anything we cast our eyes
upon up there.

"The Majestic was jammed to the doors.
The foyer was so crowded doors had to be
closed to prevent the line outside from shoving
its way in. And the audience was so enthused
the final curtain went down 15 minutes after
schedule. Each individual artist (and there
are plenty of them who could headline any
road show) was given what amounted to an
ovation.

"Apollon, dancer, singer and comedian of
merit, is master of ceremonies and handles his
show artfully. He came in for much applause."

L. M. B.

TIMES-HERALD, DALLAS, TEXAS

**REVUE IS BEST
OF THE SEASON**

"This reviewer has seen and touted so many
good stage shows at the Majestic in the last
few weeks that it is with hesitancy that Dave
Apollon's 'Continental Revue' is described as
'the best of them all.' We're afraid you won't
believe it.

"And if Dallas doesn't like the current show
R. J. O'Donnell, John Corwin Smith and Paul
Short might as well save the money being used
to conduct their costly experiment on 'flesh
shows'—for Dallas will have demonstrated they
can't be pleased.

"Saturday's audience raised the roof."

Jimmy Lovell.

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